



PITTSBURGH SYMPHONY ORCHESTRA

Manager of Individual Support

Reports to: Gift Officer

Status: Exempt, Full-Time

Job Purpose

The Manager of Individual Support is an integral part of the PSO's Development Department and Individual Support team. This position manages the PSO's broad-based Grassroots individual giving to the Annual Fund as part of the overarching strategy to expand and grow the support via direct mail, digital, and telefunding.

Essential Duties and Responsibilities

- Manages the PSO's comprehensive broad-based giving campaign from individual prospects and donors. These prospects typically give up to \$1,750 per year and are crucial to growing the PSO's donor pipeline.
- Manages the PSO's direct mail program which includes both broad-based and segmented asks for support; collaborates with the Major Gifts team on best strategy for direct mail for major donors.
- Manage all facets of grassroots telefunding campaign, including lead generation, budget tracking, on-going analysis and course-correction as needed. Identify potential prospects for increased giving from telefunding analysis and research.
- Oversee the Development department's digital fundraising and stewardship efforts, social media and website presence in tandem with the Marketing team
- Manage donor benefit implementation for all individual donors including working with PSO vendors.
- Create Development team's quarterly email communication with donors.
- In collaboration with the Major Gifts team coordinate the department's moves management process to identify prospects who can increase their gifts.
- Implement donor data analysis on a regular basis to inform strategic decision making. Manage metrics to evaluate success and ROI of overall individual giving program, including the direct mail, digital and telefunding program.
- Manage and grow the "Music by the Month" sustained giving program.
- Liaise with Manager of Marketing-Subscriptions to plan joint ticket buyer/donor appreciation opportunities strategically focused on retention and acquisition in both areas. Includes creating and implementing Patron Appreciation Month activities, and other stewardship offerings.
- Provide back up support for gift entry

Required Education, Experience and Abilities:



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- Bachelor's degree required
- Minimum 3-5 years of annual fundraising experience with demonstrable track record
- Experience with direct mailing campaigns
- Extensive computer skills required, especially with CRM systems
- Excellent editorial, written, and verbal communication capabilities, including clear and concise writing skills and attention to detail
- Experience with data analysis; being able to synthesize large amounts of data and draw strategic conclusions
- Ability to work independently but also as a member of a team
- Ability to meet deadlines and perform well under pressure
- Ability and willingness to work irregular hours, including evenings and/or weekends when necessary

Preferred Education, Experience and Abilities:

- Master's Degree
- Previous work in a nonprofit setting
- Familiarity and proficiency in Tessitura or other donor management software

Physical Requirements:

- Ability to work on a computer for extended periods of time
- Ability to operate related equipment, i.e. computer, copier, scanner

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The specific statements shown in each section of the description are not intended to be all-inclusive. They represent typical elements and criteria considered necessary to perform the job successfully. The PSI recognizes that an individual with a disability may require a job modification/ accommodation to enable them to successfully perform a job function. Consideration will be given to such requests. Such requests should be directed to Human Resources.

To apply, please send a cover letter and resume to hr@pittsburghsymphony.org.