



## **Full Time Associate Director for Development**

### **Job Summary:**

The Play Company (PlayCo), an Obie award winning, Off Broadway, not-for-profit theatre in New York City, seeks a charismatic and entrepreneurial fundraising professional to work at the forefront of our fundraising and resource development efforts. The Associate Director for Development (ADD) will join a close-knit, collaborative team at our organization to play a vital role in our strategic planning, capacity building, fundraising and community building. They will supervise a support staff member as well as external contractors such as event producers.

PlayCo serves artists, audiences and community partners who bring a multitude of global and cultural perspectives to our work. We value and center artists and staff team members in our planning and decision-making, to ensure a living wage, humane and positive workplace, work/life balance and professional development opportunities for all. We are continuously and proactively addressing inequitable and exclusionary systems and practices within our own organization and within the theatre field. Growing our base of support is key to building our capacity to expand and sustain our values-centered and people-centered practices.

### **About PlayCo**

The three pillars of our mission are:

- to serve artists in creating a dynamic, uniquely global program of adventurous and innovative work that celebrates the power of live theatre;
- to pro-actively and meaningfully invite our NYC, national and global communities to engage in our work;
- to provide inclusive and affordable access to ensure that our theatre is available to all.

PlayCo commissions, develops and produces new plays from around the world, and has brought to our audiences some 40 plays from the U.S., Central and South America, the UK, Europe, the Russian Federation, South and East Asia and the Middle East, to create contemporary theatre that reflects and responds to both our New York City home and today's interconnected world. We support experimentation in both form and content. We promote cross-cultural exchange between international and U.S.-based artists, centering new and marginalized voices in a joyful and collaborative creative process. We premiere our work in partnership with community organizations and stakeholders to connect with local, national and global audiences.

PlayCo received a 2007 Obie Award for our "unique contribution to the Off Broadway community". Our organization, artists and shows have been honored with Obie, Lucille Lortel, American Theatre Wing, Drama Desk, and Drama League awards and nominations.

PlayCo is committed to diversity, equity, inclusion, and social justice in all areas of our work: on our stage, in our audiences, in our rehearsal rooms, on our staff, and within our leadership. We strongly encourage candidates from communities historically under-represented in the theatre field to apply.

## **Responsibilities**

Reporting to the Executive Producer, the ADD will work hand in hand with PlayCo's leadership to create and implement annual development plans and long term strategies that build organizational capacity. They will lead all development efforts, with support from the Development Assistant and external contractors such as event producers. They will collaborate with the full PlayCo team to identify organizational goals and priorities, and contribute to achieving these from their resource development perspective. PlayCo's projected budget in the current fiscal year is approximately 1 million with individual giving representing \$200,000, institutional giving representing \$520,000, and benefit income representing \$100,000. The ADD's day to day responsibilities will be weighted toward individual giving, including current donor relationships, research and cultivation of new donors, semi-annual fundraising campaigns, liaising with the PlayCo board, and special events. While PlayCo leadership will drive institutional giving, the ADD will play a role in creating overall strategy and will supervise institutional giving operations. Other team members, including leadership and the Development Assistant, will be responsible for completing tasks such as grant writing and preparation, maintaining the grants calendar, and prospect research.

The ADD is a fundraising professional looking to develop their experience and knowledge, with demonstrated experience building and maintaining donor relationships, special events, CRM management, and project management. This position has the potential to grow quickly as we achieve PlayCo's capacity building goals..

## **Leadership & Strategy**

- Collaborate with leadership to devise and implement an annual development plan, present to the board of directors, and track progress.
- Collaborate with Leadership to devise and implement an annual individual giving plan that includes goals for short and long-term relationship and revenue growth. Track progress.
- Collaborate with PlayCo board and leadership to devise and implement a strategic plan for the organization.
- Collaborate with leadership to reassess PlayCo's development practices to align with our Diversity, Equity, Inclusion and Social Justice values and goals.
- Supervise and manage a Development Assistant, and an external Spring Benefit producer.

## **Individual Giving & Special Events:**

- Execute the annual individual giving plan.
- Support the care and growth of current donor relationships. Develop and maintain personal relationships and strategies to secure renewing gifts.
- Donor prospect research with support from the Development Assistant.
- Support donor cultivation and solicitation, with the goal of developing and managing a donor portfolio.
- Collaborate with the leadership and communications team to develop semi-annual fundraising campaign revenue goals, themes and strategies. Drive and oversee all aspects of these campaigns. Support board members with their lists and correspondence for these campaigns.

- Participate in efforts to grow the pool of prospective board members and major donors including our Producer's Circle Giving Program.
- Supervise individual giving development operations including timely acknowledgements, donor ticket fulfillment, board meeting scheduling, etc. These operations tasks will be the responsibility of the Development Assistant with supervision from the ADD.
- Contribute to and execute annual strategy around all event activity including Benefit events in the Fall and Spring, cultivation events, and donor gatherings.
- Oversee Planning and execution of all benefits including the management of event producing teams, when applicable. Manage fundraising to meet benefit revenue goals.
- Ensure data is being entered accurately and consistently into PlayCo's CRM with support from the Development Assistant.
- Utilize PlayCo's CRM to run reports, present financial findings, and draw conclusions based on the contained data.
- Collaborate with Executive Producer to create and oversee department revenue and expense budgets.
- Collaborate with the communications team to create Development content for website and external communications.
- Facilitate weekly development meetings with leadership and development staff.
- Contribute to general PlayCo administrative duties as needed, as part of the staff team (answering phones, checking mail, etc).

### **Institutional Giving**

- Consult with the Founding and Executive Producers (leadership) on overall strategy.
- Consult with leadership on boilerplate language for institutional applications and reports.
- Review and provide feedback for grant proposals and reports written by PlayCo leadership and communications staff as needed to ensure coherent messaging across fundraising segments.
- Supervise institutional giving operations including the grants calendar, reporting, acknowledgments, correspondence with program officers etc. These operational tasks will be the responsibility of the Development Assistant with oversight from the ADD.

### **Required Experience and Qualifications**

Research shows that historically marginalized applicants are less likely to apply to jobs where they are not confident that they meet 100% of the qualifications. The following list of qualities and experiences will all be important to fulfill the responsibilities of the Associate Director role, but we recognize that applicants of different backgrounds also bring different combinations of strengths to the table. **As an equity and growth-oriented organization, we encourage applicants to apply if they meet most of the qualifications listed below**, and to highlight other qualifications they may possess that feel relevant to the role not listed here in their cover letter.

- Demonstrated success in:
  - Building donor relationships at other non profit organizations.
  - Working as part of a team that achieves fundraising goals.
  - Developing a strong rapport with individual donors.
  - Supporting the planning and execution of special events with 100-150 guests or more.

- o Interacting with board members and executive leadership.
  - o Managing executive leadership to achieve fundraising goals
  - o Project management
- Database & CRM management.
  - Demonstrated cultural competency through the lens of anti-racism, equity, and inclusion.
  - Demonstrated ability to manage support staff members.
  - Proficiency in microsoft office and/or the google suite.
  - Strong ability to multitask with strong attention to detail.
  - Friendly and collaborative working style.
  - Knowledge of and contacts within the NYC theatre and philanthropic circles is a plus but not a requirement.

## **Compensation, Benefits & Employment**

The Associate Director for Development is a full time, exempt employee with a starting salary of \$65,000 with the following benefits:

- Employer contribution of 90% (to a maximum of \$900/month) for health insurance premiums.
- Employer contribution of 100% for dental premiums.
- Additional contributions may be available for spousal and family plans.
- Unlimited vacation policy beginning 6 months after 1st day of employment.
- Hybrid Remote/In-office work schedule, balancing the in-person time required for team and relationship building with flexibility to accomplish tasks remotely as appropriate.
- PlayCo is committed to providing professional development opportunities for all staff members.
- Financial support for relocation to NYC negotiable.

## **Application & Hiring Process**

This hiring process will be co-coordinated by Founding and Executive Producers, Kate Loewald & Rob Bradshaw. We will begin reviewing applications immediately and on a rolling basis until the position is filled. We plan to interview the first round of applicants in mid November with a second round of interviews in late November for selected candidates. PlayCo may elect a third and final round of interviews in early December if needed. In the second or third interviews, selected applicants may be asked to prepare a writing sample or other materials demonstrating their abilities in development and fundraising. Ample time will be provided to create or prepare any requested materials. Our goal is to offer the position to the selected candidate by mid December with a projected start date of January 4, 2023. This process and benchmarks may be amended so we can be responsive to the needs of a fruitful and productive process. Changes to the timeline and process will be updated to this job description on our website.

**UPDATE as of December 1, 2022:** We continue to accept resumes for this position and will meet with candidates through December 20, 2022. Our adjusted goal is to make an offer by early January 2023 with an approximate start date of mid to late January 2023.

To apply, please send a cover letter and resume to [jobs@playco.org](mailto:jobs@playco.org).