

## Director of Advancement

Chamber Music America, the national network of ensemble music professionals, was founded in 1977 to develop, strengthen, and support the chamber music community. With a membership including musicians, ensembles, presenters, managers, educators, music businesses, and advocates of ensemble music, CMA welcomes members representing a wide range of musical styles and traditions. In addition to its funding programs, which distributed over \$1.3 million to the field last year, CMA provides its members with consulting services, access to instrument and other insurances, conferences, seminars, and its quarterly publication, *Chamber Music* magazine.

### Job Description

CMA seeks a dynamic and accomplished Director of Advancement to lead public engagement and individual fundraising efforts on behalf of the organization. This role serves as a key member of the senior leadership team during a pivotal and transformative time in the organization's growth. With a focus on leveraging best practices and data-driven strategies to attract and retain members, the Director of Advancement will drive growth through the institution's individual giving programs and provide operational support to enhance CMA's contributed revenue and philanthropic capacity.

Ideal candidates will possess a track record of success in membership sales, cultivation, and stewardship. This Director will oversee all aspects of CMA's advancement department, creating incentives, campaigns, and services to drive constituent engagement and philanthropic giving. With oversight of at least one associate, the Director will also maintain collaborative relationships with colleagues across the organization to further CMA's mission of serving the small ensemble community. This role requires a keen interest in the arts and a deep understanding of the chamber music field and its constituency across sectors.

CMA recognizes that diversity, equity, and inclusion initiatives must be infused in all practices at each level of the organization and is committed to ensuring all membership activities are in accordance with that practice.

**Position Type:** Full-time, exempt, benefits eligible.

**Hours:** 32 hours, Monday through Thursday, 9:00am to 5:00pm; including extended hours as required; on-call during the Conference and other events

**Location:** Remote; some travel required on occasion

**Department:** Advancement

**Reports to:** Chief Operating Officer

### Responsibilities:

The Director of Advancement is responsible for both long-term, strategic departmental planning as well as day-to-day operations for member recruitment and retainment. The role will advance CMA's goals of increasing membership to pre-pandemic numbers and developing a base of philanthropic support. Key tasks include:

Strategic Advancement

- Assessing CMA's membership potential by evaluating, strengthening, and enhancing existing programs.
- Developing and implementing new, innovative strategies for identifying and acquiring prospective members and donors.
- Developing and implementing new, innovative strategies to increase member retention, with an emphasis on upgrading membership/donorship when appropriate.

Conversion Success

- Successfully soliciting donations for individual entry-level donors and converting members to increase giving.
- Managing all aspects of any direct mail campaigns, including production and mailing.
- Orchestrating the benefits fulfillment for members and donors.
- Developing and maintaining a portfolio of existing and prospective members and donors; managing customer data in membership and fundraising databases.
- Collaborating in the design and execution of special events of various size and purpose; measuring and evaluating the success of each event through both qualitative and quantitative metrics.

Collaborative Leadership

- In collaboration with the Director of Development, creating a detailed strategy and timeline for specific annual giving campaigns, and/or future capital campaigns
- In collaboration with CMA's Marketing & Communications team, developing and scheduling email correspondences and solicitations.
- In collaboration with CMA's Director of Artistic Planning, create and produce member-exclusive activities including webinars, in-person panels, and networking events. Attend the events and serve as a main representative of CMA.
- Articulating and managing the overall membership plan for the organization in collaboration with the CEO, COO, Board of Directors, and other key stakeholders.
- Serving as an active member of the organization's senior leadership team.
- Leading the advancement team staff, promoting a culture of collaboration and high achievement, ensuring that staff is well-prepared to meet ongoing challenges of the organization.
- Overseeing department personnel, including hiring, growth, and evaluation of advancement staff.
- Upholding a high degree of professionalism as a representative of CMA to external audiences and serve as primary administrative support for advancement, acting as a main point of contact for membership and donorship inquiries.

**Qualifications:**

**Candidates must possess:**

- A minimum of five years of experience in membership cultivation and/or fundraising. MarComms experience or interest a plus.
- Proficiency in using customer relationship management software.

- Strong writing and proofreading skills; experience with effective solicitation and communication materials.
- A commitment to and passion for the small ensemble music community.
- An innovative, strategic mindset for membership cultivation and retention.
- The ability to identify and measure departmental KPIs.
- A record of success in building a sustainable increase in an organization's earned or philanthropic revenue.
- Demonstrated experience advancing diversity, equity, accessibility, and inclusion within an organization.
- Proven experience as an effective, collaborative, and inclusive leader, and success in creating a goal-oriented environment.
- Flexibility and willingness to occasionally travel to participate in constituent cultivation events, like CMA's National Conference.

### **Compensation**

- This position earns \$75,000 annually in addition to a generous benefits package including medical insurance, 403-b contributions, and paid time off.
- There are 24 pay periods in the calendar year; pay dates are the 15th and last day of each month.

### **APPLICATION**

To apply, please submit a cover letter and résumé to [jouellette@chambermusicamerica.org](mailto:jouellette@chambermusicamerica.org) with the subject line "Director of Advancement Application." Submissions without a cover letter will not be considered.