

# CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

**Position Title: Director of Advancement**  
*Full-time, Exempt*

## **Position Overview**

California Shakespeare Theater (Cal Shakes) seeks a dynamic Director of Advancement (DoA) to partner with Executive Director Clive Worsley and a committed Board of Directors to provide strategic direction and revenue development at a time of unprecedented opportunity for the organization and the nonprofit theater field. Cal Shakes is not only on a journey toward becoming an anti-racist multi-cultural institution, but we are also at a time of great opportunity to expand and enhance Cal Shakes into a multi-disciplinary performance organization for the next 50 years. We are looking for a Director of Advancement committed to joining us on the journey. Cal Shakes values a plurality of perspectives and innovation and is looking for a creative and bold thinker excited to help generate the resources essential to achieving our vision. A successful DoA will have an entrepreneurial spirit with strong cultural competency skills and a commitment to equity, diversity, and inclusion. At this very unusual time in the world and in the theater field, rebuilding American Theater to be a just and equitable space requires individuals committed to the journey, willing to take risks, willing to try new ideas, and willing to passionately advocate for the theater as vital to the public good.

The position of DoA is a full-time, year-round position reporting to the Executive Director. The DoA is charged with developing innovative strategies to expand and diversify the Theater's income base overall, with a particular focus on contributed revenue sources. The DoA is responsible for the development and implementation of both annual and multi-year fundraising campaigns that support Cal Shakes' strategic priorities. The DoA oversees all fundraising activities for the organization including major gifts, direct mail and online appeals, special events, institutional giving, planned giving, and donor stewardship. This position is a frontline fundraiser and will have a major gifts portfolio along with the Executive Director and Artistic Director. They will work closely with the Board of Directors to grow their fundraising capacity and serve as liaison to Board committees.

## **The Organization**

**Description:** With an outdoor main stage performance venue in Orinda and community programs throughout the Bay Area, Cal Shakes expands access to and relevance of the arts by fostering a participatory culture among a diversity of audiences, artists, and learners throughout the Bay Area. Cal Shakes has an inclusive work environment and actively embraces a plurality of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.

**Mission:** Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.

**Equity, Diversity, and Inclusion Statement:** At Cal Shakes, we believe that equity is a practice. Our actions--both onstage and off--can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We endeavor to dismantle systemic bias by actively including, reflecting, and creating opportunities for our diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.

## **Essential Duties and Responsibilities**

### Development Strategy and Direction Setting

- Serve as chief fundraising officer for Cal Shakes, planning and overseeing all development operations and developing and maintaining high-level relationships with Board members, major donors, and other key stakeholders.
- Lead, innovate and inspire the Board of Directors and staff in all fundraising efforts, building and sustaining a culture of philanthropy and providing the training and resources they need to serve as powerful fundraisers for the organization.

- Proactively manage a robust portfolio of major donors, personally engaging these key stakeholders in cultivation and stewardship activities throughout the year and orchestrating their strategic and timely solicitation. Experience with moves management systems a plus.
- Direct annual, membership, and multi-year funding campaigns that support both ongoing programming and long-range strategic goals.
- Develop and oversee planned giving program (Legacy Circle).
- Maintain records, monitor progress, and develop reports using CRM and other data tools
- Work with Executive and Finance Directors to develop annual budgets and income goals that reflect organizational values and strategic priorities, in conjunction with appropriate Board Committees.
- Build, manage, and motivate a small, but mighty, development team;
- Support grant writer(s) and grant administrator:
- Create marketing and communications to develop institutional messaging that supports a cohesive brand and a culture of philanthropy.
- Expand, diversify, and refresh direct response program to more actively and strategically include email, web, mobile and social media components to complement traditional direct mail and phone appeals.
- Help grant writer and administrator to identify major new funding opportunities, develop innovative and impactful proposals, and manage relationships with leading institutional funders.
- As a member of Cal Shakes' leadership team, serve as a strategic and creative collaborator in service of long-term direction setting and short-term decision making for the organization.

## **QUALITIES AND QUALIFICATIONS**

The Theater is particularly interested in hearing from candidates with the following experience:

- A minimum of five to seven years of fundraising experience, with a successful track record in major giving.
- Understanding of and experience with prospect identification and research, and new donor acquisition at all levels.
- Proven success in meeting or exceeding annual goals and achieving long-term revenue growth.
- Leadership experience is preferred and experience exploring new technologies for fundraising essential.
- Experience working with and managing non-profit Boards and committees.
- Experience and comfort with a diverse workplace; working at Cal Shakes requires flexible thinking and respect for all kinds of people and voices.
- Proven high level problem-solving and strategic planning capability, with the ability to also lead and execute on a tactical level – You're not afraid to roll up your sleeves and do the hard work.
- Knowledge of Bay Area arts, philanthropic, and business communities is a plus.
- Experience planning and directing a capital, endowment, or other special project campaign is also preferred, but not required.

In addition, the successful candidate will possess the following qualities and skills:

- Self-motivated, organized, and able to manage multiple priorities and projects.
- A highly collaborative working style and the ability to lead, motivate, and inspire others of diverse backgrounds, personalities, and talents.
- A great listener.
- Strong organizational, analytical, and critical thinking skills.
- Excellent communications (written and verbal) and interpersonal skills.
- Ease using database software to deliver development efficiencies.
- An innovator and calculated risk taker.
- A positive attitude and sense of humor.
- Change management skills and/or experience.

## **Special Environmental Factors**

- Sustained posture in a seated position for prolonged periods of time and must be able to withstand extended viewing of computer screens.

- Typical schedule is Monday-Friday, 9a-5p or 10a-6p, with some early mornings, evenings, and weekends, as necessary, and particularly throughout the performance season.
- Cal Shakes theater space is located outdoors.
- Ability to work remotely as well as on site.

**Supervision**

Reports to the Executive Director.

Annual salary range is \$90,000 to \$110,000, depending on experience, and includes a comprehensive benefits plan including medical and dental insurance, vacation, sick leave, holidays, and personal days.

**Please email a cover letter and resume to:**

**Clive Worsley**

**Executive Director**

**Email:** [Cworsley@calshakes.org](mailto:Cworsley@calshakes.org) (with "Director of Advancement" in the subject header)

*-California Shakespeare Theater is an Equal Opportunity Employer and has an inclusive work environment that actively embraces a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.*