

SPOLETO — FESTIVAL USA

Associate Director of Major Gifts

Now in its 49th year, Spoleto Festival USA is internationally recognized as America's premier performing arts festival. For 17 days and nights each spring, Spoleto Festival USA fills Charleston's historic theaters, churches, and outdoor spaces with performances in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Spoleto's mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unique performance opportunities for established artists. Beyond its role as a launching pad for young talent, Spoleto also serves as a catalyst for cultural change and has aided in Charleston's flourishing as a top arts and culture destination. The 2025 Season will take place from May 23 through June 8. Spoleto Festival USA is a 501 (c)(3) charitable organization.

Job Description

Spoletto Festival USA is seeking an **Associate Director of Major Gifts** to lead and expand its growing major gifts program. This critical role includes overseeing all Board and individual donor contributions of \$10,000+, special campaign initiatives, and planned giving. Reporting directly to the Chief Advancement Officer (CAO), the Associate Director will enhance existing efforts while designing and implementing new strategies to grow the program in collaboration with leadership and key Advancement team members.

This position requires both independent initiative and the ability to work collaboratively within a team, with minimal administrative support. It will involve close interaction with the Board of Directors, CEO & General Director, CAO, and the entire Development/Advancement team to meet and exceed the Festival's philanthropic goals.

The ideal candidate will bring at least 5 years of progressive fundraising experience with a proven track record in front-line fundraising, particularly securing major gifts of \$10,000 or more. Supervisory or management experience of 2 or more years is preferred, as are exceptional organizational and communication skills (both verbal and written). A strong passion for Spoleto Festival USA's mission and programming is essential.

Position Type: Full-time, exempt, and benefit-eligible

Hours: A standard 40-hour work week; including work nights, holidays, weekends, and extended hours as required; on-call during Festival period

Anticipated Start Date: January 15-30, 2025

Location: Charleston, SC (on-site)

Department: Development / Advancement

Reports to: Chief Advancement Officer (CAO)

Responsibilities

Board Giving and Major Individual Donor Programs

- In collaboration with the Chief Advancement Officer (CAO), the Advancement team, and senior leadership, design, develop, and implement a comprehensive plan to grow Board and individual donor major gifts (\$10,000+ gifts). This includes identifying, cultivating, soliciting, and stewarding donors across Spoleto's annual fund, restricted/designated support, fundraising events, planned giving, and special campaigns.
- Partner with the CEO & General Director (CEO) and CAO to manage and support the Board of Directors' annual giving process, including solicitations, pledge reminders, and acknowledgments, ensuring the CRM is kept up to date with pertinent information.
- Collaborate with the Associate Director of Individual Giving and Annual Fund to manage and grow the upper tier of the Spoleto Society (\$10,000+ donors).
- Cultivate, maintain, and grow a personal portfolio of over 100 Spoleto Society donors, ensuring ongoing engagement through tailored solicitations, stewardship, and follow-up communications.

- Develop and implement a strategy to expand the major donor pool by creating a national-level program targeting \$10,000–\$25,000+ donors, featuring exclusive benefits and engagement opportunities.

Restricted/Designated Support, Planned Giving, and Special Events

- Collaborate with the Development team and senior leadership to secure targeted major gifts for specific programs, projects, and initiatives (e.g., Chamber Music, Opera, Dance, Education, and community engagement) while offering unique engagement and recognition opportunities.
- Refresh and expand the Bravo Society, Spoleto's planned giving program, by confirming existing commitments, soliciting Board members, and engaging ticket buyers and other loyal supporters through personal outreach and direct mail campaigns.
- Support and collaborate with the CAO and Special Events Manager in securing major donors for high-profile events like the Opening Gala and Mary Ramsay Civic Award Luncheon, while fostering opportunities for further engagement.
- Contribute to the planning and execution of other special fundraising campaigns that require major gift support from Board members and individual donors.

Donor Stewardship - Events, Recognition, Communications

- Collaborate with the Advancement team to craft engaging donor communications and organize events that facilitate year-round cultivation, stewardship, and recognition.
- Create and produce compelling proposals, reports, thank you's and acknowledgments, and other donor-related communications that reinforce Spoleto's impact, partnering with leadership and Board members in its implementation.
- Develop and implement strategies to celebrate major donors' lifetime contributions and annual support through innovative recognition opportunities in both digital and print formats, and through events and other programs.

Portfolio Management - Prospecting, Research, and CRM administration

- Utilize Tessitura and prospect research tools like iWave to identify and research new donor prospects, ensuring accurate and strategic data entry into donor records.
- Partner with the Development team to create and implement effective portfolio management practices for the CAO, CEO, and key Board members to guide prospect cultivation and solicitation efforts.

Administrative and Other Responsibilities

- Independently produce fundraising plans, proposals, acknowledgments, and other materials to fulfill key duties.
- Develop expertise in Spoleto's CRM system, including pulling and analyzing data to guide development strategies.
- Contribute to other duties as assigned, with a particular focus on expanding the major gifts program and advancing Development team goals.

Required Qualifications

- 3–5 years of direct-line fundraising experience, with a preferred focus on individual giving and major gifts, with a proven ability to ask for and successfully close gifts of \$25,000 or more.
- Demonstrated expertise in creating compelling donor proposals, verbal and written communications, and detailed reports.
- At least 2 years of management experience, including overseeing staff at various levels and managing multiple fundraising channels.
- A consistent record of increasing philanthropic support and building sustainable fundraising programs.
- Proven experience using a CRM system (Tessitura preferred), with the ability to independently pull and analyze data, and a commitment to integrating strong data practices at all stages.
- Skilled in prospect research using online tools and resources.
- Demonstrated success in managing and cultivating a personal prospect portfolio.
- Strong project management and organizational skills, with the ability to operate effectively in a fast-paced and dynamic environment while maintaining strategic focus.

- Excellent interpersonal skills with the ability to collaborate across teams and engage effectively with donors, volunteers, vendors, and other stakeholders.
- Exceptional writing and presentation abilities, paired with attention to financial and data accuracy.
- Experience in drafting solicitation and communication materials, such as appeal letters and collateral.
- Proficient in Microsoft Office Suite (Word, Outlook, Excel, and Teams) and adept with CRM technology.
- Deadline-driven and analytical, with a solid understanding of donor/customer databases.
- Flexibility and adaptability to shifting priorities, with a proactive mindset to assist in other areas of the organization when needed.

Desired Qualifications

- Experience working in a nonprofit organization.
- Background in the arts and culture sector.
- Prior involvement in major capital or fundraising campaigns.
- Familiarity with Tessitura or a comparable CRM system.
- Knowledge of planned giving and estate planning strategies.

Additional Requirements

- Physical requirements include significant focus and visual concentration on screens, frequent communication in various forms, and the need for stooping, kneeling, bending, standing, squatting/crouching, pushing/pulling, ascending/descending (platforms and stairs), reaching above the shoulders, lifting of up to 25 lbs., moving/pulling/pushing up to 50 lbs. with assistance if necessary, working at a desk for long periods, and using computer equipment. Adaptations to accommodate individual needs are available in accordance with the ADA.
- Travel may be required to external events and locations locally and nationally.
- Ability to work in a constant state of alertness and in a safe manner.
- Must possess (or be able to immediately obtain upon hire) and maintain a valid driver's license.
- Must be able to pass and maintain a clear background check.
- Demonstrated commitment to fostering an equitable, accessible, and inclusive environment for Festival staff, artists, audiences, and communities.
- Flexibility with work schedule, including work nights, holidays, weekends, and extended hours as required; on-call during Festival period. Ability to work long days, nights, and weekends with a positive attitude.
- This position is based in Charleston, SC, with on-site presence required during the Festival period. Remote or hybrid work may be possible with prior approval from the supervisor.

Compensation

The salary range for this position is \$70,000-\$95,000 annually. The salary offered will be commensurate with the selected candidate's experience and qualifications.

Full-time Employee Benefits + Perks:

- Comprehensive Medical, Dental and Vision Insurance
- Health Savings Account and Health Reimbursement Arrangement
- Life and Disability Insurance
- 401(k) Retirement Plan with Employer Match
- Employee Assistance Program
- Generous Time Off: Paid Vacation Days + Paid Office Closures (11 Holidays + 23 Office Closures)
- Paid Sick Leave
- Free Onsite Parking
- Complimentary Festival Performance Admission for Staff and Guest

To apply: Please send a resume and cover letter to careers@spoletousa.org, with the subject line “Associate Director of Major Gifts”. Three (3) character references must be provided, including their email addresses. No phone calls, please.

Spoletto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoleto Festival USA does not discriminate in employment on the basis of an individual's race, color, sex, gender identity, gender expression, genetic information, hairstyles or hair texture, national origin, religion, age, sexual orientation, individuals with disabilities, pregnancy, parental status, marital status, military status, or any other status protected by federal, state or local law. Our greatest strength comes from our ability to come together as unique individuals — come as you are and bring the best version of yourself.

Uncertain if you fulfill every requirement in our job description? Don't let that deter you! If you think you have the potential to shine in this role, we wholeheartedly invite you to apply. At Spoleto Festival USA, we enthusiastically evaluate a wide spectrum of candidates, valuing their diverse workplace backgrounds and experiences. Whether you're entering the world of arts and culture administration, reentering the workforce after a break, contemplating a career shift, or pursuing advancement on your career journey, we're eager to consider you for exciting opportunities within our organization. Your application will be met with appreciation and thorough consideration.