



Title: Vice President, Advancement

Reports To: President and General Director

Classification: Full-time, Exempt

Salary Range: \$140,000-170,000: Commensurate with experience plus benefits (paid vacation, sick days, health, dental, flex spending, life/disability insurance, 403b)

SUMMARY: The Vice President, Advancement plays a critical role in the growth of Minnesota Opera. This person is responsible for strategic oversight of the Development, Marketing, Communications and Patron Services departments in achieving the revenue goals of the organization. Serving as a key partner on the Senior Leadership team of the Opera, the Vice President, Advancement works to create and oversee multi-year campaign initiatives that generate the necessary revenue to move the organization forward in its impact and sustainability. The Vice President, Advancement similarly serves on The Arts Partnership fundraising committee, offering annual and campaign fundraising leadership and support. The Arts Partnership is a collective organization made up of the Ordway and its resident partners, including The Saint Paul Chamber Orchestra, the Schubert Club and MN Opera. In addition, the Vice President, Advancement works to create long term strategies for expanding its audience base including increased diversity in alignment with its anti-racist, anti-oppressive priorities, while continuing to broaden the brand and reputation of the organization across the State and throughout the opera industry. Finally, the Vice President, Advancement works to promote collaboration between departments to engage patrons with the artform and to create greater impact in the community and deepening the relationship between donors, audience members and MN Opera in alignment with the company's anti-racist, anti-oppressive priorities.

RESPONSIBILITIES INCLUDE, but are not limited to:

Fundraising and Marketing (70%)

- Oversee the development and marketing functions of the organization; manage a professional team for development and marketing, communications and patron services and provide oversight of donor and patron relations
- Serve as leader responsible for providing goal setting, planning and monitoring progress to goal for Advancement revenue goals for annual, capital or endowment contributions, and marketing ticket revenue, including subscription and single tickets, balancing long-term and short-term financial goals of the organization
- Establish and execute strategic comprehensive development and marketing plans that will support the operating and capital needs of MN Opera
- Analyze and strategize appropriate models for packaging tickets and subscriptions responsive to new programming across seasons
- In partnership with VP, Impact, create comprehensive approach to audience development, donor engagement, and community engagement, consistent with our anti-racism and anti-oppression goals
- Serve as a principal fundraiser for MN Opera and personally identify, cultivate, solicit and steward donors and prospects in accordance with performance goals
- Ensure brand cohesion and appropriate constituent/stakeholder messaging in external materials and events
- Recommend and lead new branding efforts as appropriate for the advancement of the organization, as well as strategic ticket pricing and packaging to ensure capacity and revenue targets are achieved

- Act as liaison with all departments to facilitate the effective marketing of their key initiatives. Ensure that marketing for individual initiatives does not compete so that patrons receive key messaging at the correct time
- Establish effective recruiting, onboarding, professional development, performance management and retention practices for advancement staff members
- Maintain and establish best practices and professional standards, policies and procedures in alignment with the Opera's anti-racist, anti-oppressive priorities
- Adhere to company, federal, state and local business requirements, and enforce compliance

Strategic Leadership (20%)

- Serve as thought leader in partnering with VP, Impact to align the opera's programming and partnerships to its mission and vision, demonstrated by measurable positive impact for artists, audience and community
- Identify and package organizational priorities as fundraising priorities to support multi-year grants and funding requests
- Advise the President and General Director, Board Chair, and Chair of the Development Committee on matters relating to MN Opera's fundraising strategy
- Develop multi-year fundraising plans, including campaigns, to ensure the long-term fiscal health of the organization in collaboration with the President and General Director and Board of Directors
- Facilitate the successful stewardship of the President and General Director portfolio of donors, including the Board of Directors and President's Council through timely and strategic requests for support

The Arts Partnership (10%)

- Offer leadership and fundraising support for The Arts Partnership fundraising committee, a group of fundraising employees from each of the Partner organizations, as outlined above
- Lead campaign and annual fundraising initiatives, including volunteer committees, as directed by the rotation of Arts Partnership leadership

This position is a good fit for someone who:

- Possesses exceptional interpersonal skills and the ability to interact effectively with senior leadership, prospects, donors and volunteers in a wide range of roles; demonstrate patience with a wide variety of personality types and build effective long-term relationships
- Is confident in their ability to secure major grants and gifts from individuals, corporations, foundations and other private and public funding sources
- Is capable of planning and implementing complex, multi-year, multi-million dollar development initiatives/campaigns
- Achieves success against revenue goals for non-profit institutions preferably in the visual or performing arts
- Understands the complexity of financial planning and fiscal management, including grants management and restricted funds release management
- Exercises good judgment; demonstrating an understanding of ethics related to development activities; and uses discretion in interactions with donors, prospects, volunteers and staff
- Courageously builds cultural competency in self and in direct reports, eager to work towards MN Opera's stated objective to become an anti-racist, anti-oppressive institution
- Demonstrates exceptional verbal and written communication skills and the ability to present effectively to small and large groups

- Supervises and develop employees including organizing, prioritizing and scheduling work assignments; evaluating performance; and mentoring and coaching employees to achieve maximum productivity
- Possesses computer literacy and experience with Microsoft Office, fundraising and marketing technology and integrated database systems
- Dispatches initiative, diligence and follow through, enjoying their work as a team player, while balancing work independently and as a self-starter, in a collaborative environment
- Effectively manages multiple complex projects while meeting multiple deadlines
- Fosters a cooperative work environment
- Models integrity, openness, and trust
- Displays strong leadership in a fast-paced, collaborative environment
- Thrives when leading through change
- Is passionate about and committed to the performing arts and their advancement
- Exudes a positive attitude

MN Opera is willing to teach:

- Intricacies of opera as a collaborative artform
- Industry-specific procedures around artmaking, staffing, and scheduling
- MN Opera policies and procedures
- CRM database, Tessitura, policies and procedures

The Minnesota Opera is an AA/EOE Employer and is particularly interested in how the perspective that a candidate of color could be especially valuable for our company in this role.

To apply:

Electronic resumes preferred but not required

First deadline for submission: Friday, September 25, 2020, 5pm, Central Standard Time
Applications will be reviewed and responded to upon receipt.
Submission date will be extended as necessary.

Please send resume, cover letter to:

employment@mnopera.org.

Attn: Theresa Murray

or to

Minnesota Opera
Attn: Theresa Murray
620 North First Street
Minneapolis, MN 55401