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**SAN FRANCISCO GAY MEN'S CHORUS**  
*Based in San Francisco, California*

**Position Profile – Director of Development and Marketing**

**Organizational Background**

By any measure, the San Francisco Gay Men's Chorus (SFGMC) has been a tremendous success. For over forty years, the Chorus has affected the lives of millions through its performances, tours and educational and outreach activities. The Chorus initiated the gay chorus movement. But it is not an historical relic; the Chorus performances are stronger than ever and its new signature outreach program is groundbreaking. The organization is now at an inflection point. Just as it has purchased its first permanent home, a \$9.6 million, four-story, Art Deco building located in the heart of San Francisco, the need for community activism and social awareness is greater than ever, and the opportunities for expansion seem limited only by imagination and access to resources.

The mission statement of SFGMC is: **“To lead by creating extraordinary music and experiences that build community, inspire activism, and foster compassion at home and around the world.”** The Vision statement is: **“We envision a world inspired and unified by the music we create.”** The values of SFGMC are: we believe in the transformative power of music to heal, to enlighten and to foster unity; we embrace the life affirming changes we create within and beyond our chorus community; we evolve society's views toward LGBTQ people through our commitment to excellence; we honor all who came before us and whose sacrifices made it possible for us to raise our voices.

Founded in 1978 as the very first chorus to identify as gay or lesbian, it has been the torchbearer for the LGBT choral movement around the world. Singing an average of 30 appearances a year, the chorus has performed over 1,000 concerts at iconic venues such as Louise M. Davies Symphony Hall, the San Francisco War Memorial, the historic Castro Theater, Walt Disney Symphony Hall, and world-renowned Carnegie Hall. The Chorus is a family, a community, and an agent for change through its powerful music performing to sold-out audiences each year

**Statement Of Strategic Focus**

In its 41st season and going forward, San Francisco Gay Men's Chorus will reflect the dynamism and importance of its home city and become a more visible and engaging organization, offering the best in choral programming while fully embracing its national leadership role. A thorough multi-year strategic planning process has recently been concluded and the new Director will benefit from its guidance and comprehensiveness.

Among the marketing goals emanating from the new Plan that support resource development are: to increase institutional and programmatic marketing of existing and new programs to facilitate the growth of the audience and donor base to support the new activities; to develop a rolling institutional marketing calendar that reveals the depth and breadth of the institution's enhanced programming; to build appreciation among potential visitors, and especially potential donors, about the breadth and depth of the Chorus's programming.

Among the direct fundraising goals are to: further develop a prospect list of 100-300 potential foundation, corporate, and individual donors; create a series of cultivation activities to engage new donors; implement a tailored solicitation strategy for each prospect; identify, recruit, hire, support and retain seasoned development staff members, and integrate the annual fundraising effort with the capital campaign to ensure that donors are approached in a coordinated, effective manner.

### **Special Opportunity**

The Chorus has an historic opportunity to capitalize on its recent purchase of a new home that is destined to become a world-wide icon of civic pride for all communities, “**The National LGBTQ Center for the Arts.**” A lead gift has provided a strong foundation for a capital campaign that will finalize the purchase and renovation of the property and provide endowment funds to support operations. The capital campaign will be coordinated by highly experienced specialized counsel (already retained) and will interface with ongoing operational fundraising efforts.

### **ABOUT THE POSITION**

As an integral part of the SFGMC team, the **Director of Development & Marketing** (DoDM) is tasked with achieving the organization’s fundraising goals to ensure it can continue its mission. The Director will partner closely with the Leadership Team to build overall organizational health and effectiveness, while delivering the departmental goals in alignment with SFGMC’s Strategic Plan and Capital Campaign. He/she/they will be charged with securing charitable contributions and other revenues, providing vision and outlining strategy to ensure adequate and growing financial resources, brand management and leverage, and maintaining a high level of community engagement.

In collaboration with the Executive Director, the DoDM will analyze trends and identify ways to increase donor participation, as well as oversee a Development budget and staff team which includes all Resource Development lines of business. Techniques will include: Corporate Relations, Major Gifts, New Business, Donor Relations, Individual Giving, Fundraising Events, Grants, Ticket and Merchandise Sales Strategy, as well as institutional and event-specific marketing efforts, while consistently maintaining superior donor relationships. The DoDM will personally manage and develop a prospect portfolio aimed at significantly increasing major gift support. Further, the Director will work with the Marketing Manager and staff to develop Marketing and Communication plans such as public relations, media relations, on-line giving, digital communications, key messaging, storytelling, and brand experience.

The position will report to the Executive Director and work closely with SFGMC’s Marketing Manager and Artistic Director. The DoDM will also manage up to four direct reports: Events Manager, Institutional Giving Manager, Donor Relations Manager, Marketing Manager (and/or others as determined by collaborative planning).

### **SPECIFIC RESPONSIBILITIES:**

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#### **Development (80%)**

- Develop comprehensive fundraising and marketing **plans and objectives** in conjunction with the Executive Team that include targeted goals, quantifiable outcomes, and timelines;
- Meet long-range philanthropy goals as well as near-term development goals; develop, plan, and implement specific strategies and tools that expand SFGMC’s **donor pipeline**;
- **Prepare budgets** and effectively manage financial, staff, and personal resources to achieve these goals and objectives;
- Utilize strong **organizational skills** to implement comprehensive and consistent systems for departmental activities; maintain a healthy, transparent organizational

culture with an emphasis on creating a team atmosphere; bring fresh approaches to problem solving and challenge ideas by posing questions, thinking broadly and providing focus on strategy;

- Investigate, research, and pursue **program partnerships and strategic alliances** that will extend SFGMC's brand and increase avenues of support; negotiate, close, and administer partnership agreements; ensure fulfillment of deliverables;
- Plan, supervise, and grow SFGMC's **individual giving programs**, including direct mail, email, peer-to-peer and telemarketing campaigns;
- Manage **major gifts and planned-giving programs**, including identification of prospects and cultivation, solicitation and stewardship of donors; engage with donors year-round, recognizing impact of gifts, communicating results, inspiring involvement, and ensuring quality experiences;
- Strategically research and propose **sponsorship opportunities** and community outreach events that elevate SFGMC's profile and brand awareness;
- Strategize and supervise an active **institutional grant program**, including application calendar and reporting cycles;
- Work with and **staff the Board of Directors' Development Committee** to review, monitor and assess fund raising programs; identify meaningful ways for Board members to participate in revenue-generating activities; plan and attend Committee meetings and events;
- Work with the Executive Director, Campaign Counsel, and Board of Directors to develop strategies and programs to **enhance and support SFGMC's capital campaign**, while not jeopardizing ongoing funding needs.

#### **MARKETING (20%)**

- **Steward the SFGMC brand** by using a research-based focus that capitalizes on its competitive advantages and market differentiation;
- With the Marketing Manager, assist in **development and updating of collateral materials** for partnerships, major gifts, planned giving program and fundraising events;
- Collaborate across departments to **maintain the brand** and promote programs, series, events and notable achievements across multiple platforms; create unified messaging that connects commercial media, direct marketing, social media, telemarketing and other fundraising activities;
- Oversee the **creation, production, and distribution of all marketing materials** such as press releases, newsletters and publications (print and digital), and ensure the consistent use of all print and electronic branding assets such as style guide and logos; promote events through press releases, PSAs, internet marketing, printed materials, etc.

#### **REQUIREMENTS:**

SFGMC is seeking an exceptional Development professional with at least 10 years' experience in non-profit fundraising, including work with Capital Campaigns and budgets of up to \$10M. The successful candidate will have directly relevant work history demonstrating senior-level leadership and management experience as well as non-profit development, gift planning, financial management and donor relations. This dynamic professional will be well equipped to develop, refine, and articulate a vision and strategy for the Department. A proven track record in annual giving, special events, and/or donor relations, and strong sales/closing skills, as well as in motivating a professional staff with a focus on measurable outcomes is a must. The ability to enjoy and nurture a highly collaborative and professional environment within the organization will enable this person to build relationships by employing strong communication, problem-solving and mentoring skills. The successful candidate will also have demonstrated success working in concert with non-profit Board members and volunteers.

The DoDM will be an enthusiastic, self-motivated leader who possesses a passion for the Arts, LGBTQ+ rights, and advancing the work of SFGMC. We seek a professional who is curious in nature, analytical in approach, diplomatic and strategic in developing and managing relationships, and committed to our mission. An energetic and creative professional who has the ability to function both independently and as part of a close-knit team in a fast-paced, deadline-driven environment will perform well in this role. A high level of individual initiative and commitment to exceeding goals is essential, as is a well-developed sense of personal integrity and a positive, confident, "can do" attitude. Other key characteristics which will enable success include assertiveness, creativity, humor and cheerfulness, resourcefulness, and flexibility.

Familiarity with the LGBTQ+ community and related social/political issues is highly desirable, as is a track record of fundraising amongst LGBTQ+ donors. Of prime importance is a commitment to the goals and mission SFGMC. An undergraduate degree (or equivalent experience) is required. Proficiency with Salesforce (PatronManager) is preferred.

**Other requirements include:**

- Comprehensive knowledge of technologies supporting nonprofit fundraising and marketing, including database, analytical tools and emerging media; demonstrated ability to handle sensitive information effectively and confidentially; excellent written and verbal skills;
- Self-directed and proactive; holds one's self accountable;
- A strong customer focus and service orientation;
- Major gifts solicitation experience (CFRE preferred);
- Knowledge of the SF Bay Area and California communities and culture (experience in nation-wide donor development a plus); awareness of giving patterns and drivers;
- Commitment to SFGMC's core values;
- California driver's license and reliable vehicle.

**Working Conditions**

Full-time hours. Participation in early morning, evening, and weekend meetings and events will be required as needed. Working from home is allowed as needed and approved through use of Virtual Office. Work is performed typically in an office environment and a variety of settings among diverse stakeholders and audiences. A considerable amount of time will be spent in meetings, at a computer screen for extended periods, at events, and visiting dispersed program sites. Frequent use of electronic media will be required to communicate with stakeholders. The DoDM will frequently work outside normal working hours and will drive for work with donors and other stakeholders in the community. Occasional travel out of town and out of state will be required. Comprehensive performance evaluations will be conducted.

**Compensation**

Salary: \$125,000-\$150,000, commensurate with experience, and a comprehensive benefits package, including health, dental, vision, retirement and life insurance will be provided.

SFGMC is an Equal Opportunity Employer and does not discriminate on the basis of sexual orientation, gender, gender identification and/or expression, race, color, ethnic or religious background, descent or nationality, disability, marital status, age, height or weight.

**To Apply**

Interested persons should prepare a detailed, specific cover letter to remit along with a current resume to: [execsearchsfgmc@thirdsectorcompany.com](mailto:execsearchsfgmc@thirdsectorcompany.com). Resumes without specific cover letters will not be considered.