

Annual and Strategic Partners Giving Manager

Department: Development

Reports to : Director of Development

Status: Full-time, Exempt

Position Overview

The Annual and Strategic Partners Giving Manager is a creative fundraising professional responsible for planning and implementing the Nashville Repertory Theatre strategies and stories which compel individuals and strategic partners to give.

This individual will play a key role, working with the Rep leadership in development and implementation of Annual Fund messages and tactics, corporate partnership strategies and materials as well as specific content of corporate/foundation and government grants. More specifically, the person in this role is responsible for building the donor PIPELINE for individual giving including acquisition and retention strategies. This role plays a critical part sustaining and growing contributed revenue for a regional theatre company with a \$3 million operating budget, ensuring clear, compelling, and consistent donor messaging across all channels.

The Annual and Strategic Partners Giving Manager works closely with senior leadership, marketing, and artistic teams to translate the theatre's mission, impact, and artistic vision into persuasive donor communications that inspire loyalty, generosity, and long-term investment.

Key Responsibilities

Annual Giving Strategy & Revenue

- Design, implement, and manage a comprehensive annual giving program including 8-10 “touches” per fiscal year (gifts less than \$1985), including individual gifts, appeals, donor renewals, donor society renewals and donor acquisition strategies.
- Set and achieve annual fundraising goals aligned with the organization's operating budget and strategic plan.
- Analyze giving data to identify trends, segment audiences, and refine solicitation strategies.

Strategic Partners Giving Support

- Work closely with CDO as assigned in following areas:
 - Show Sponsors
 - Broadway Brunch
 - Season underwriters
- Develop and manage portfolio of corporate sponsors of gifts less than \$10,000
- Working with Institutional giving vendors, help build and expand corporate giving.

Development Communications & Marketing

- Serve as the lead architect of development communications ensuring individual donor and corporate/foundation prospect messaging is strategic, audience-centered, and mission-driven.
- Plan and execute integrated fundraising campaigns across print, email, digital, social, and on-site channels.
- Write and oversee compelling donor-facing content, including appeals, stewardship pieces, impact reports, e-newsletters, scripts, and talking points.
- Collaborate closely with the Marketing leadership and team to align fundraising communications with brand voice, visual identity, and audience engagement strategies.
- Develop targeted messaging for different donor segments, including first-time donors, loyal annual supporters, and prospective major donors.

Donor Engagement & Stewardship

- Working with Donor Relations Manager, help create thoughtful stewardship and recognition programs that build meaningful, long-term donor relationships for donors giving less than \$1985.
- Assist with donor acknowledgements to ensure timely, accurate, and personalized communication.
- Partner with leadership and board members to support donor cultivation and solicitation efforts.

Collaboration & Leadership

- Work cross-departmentally with Marketing, Box Office, and Artistic teams to leverage audience data and storytelling opportunities.
- Support board members and volunteers with messaging, materials, and strategy related to annual giving.
- Manage consultants or vendors related to fundraising communications, as needed.

Systems & Reporting

- Maintain accurate donor records and reporting within the CRM/database.
- Prepare regular reports on annual giving performance, campaign results, and donor engagement metrics.

Qualifications

- Minimum 3 years of experience in development or development communications and/or corporate and foundation relations preferably in a nonprofit arts or cultural organization.
- Demonstrated understanding or success in annual giving with a strong background in **fundraising communications and marketing**.
- Understanding of corporate/foundation relationships in fundraising; ability to work and communicate effectively with professional grantwriters.
- Exceptional writing and storytelling skills, with the ability to adapt tone and messaging for varied audiences and platforms.
- Experience collaborating with strategic marketing teams and aligning fundraising efforts with broader branding and audience strategies.
- Demonstrated strategic planning skills from idea conception to implementation.

- Strong analytical skills and comfort using data to inform decisions.
- Knowledge of CRM systems and email marketing platforms (Tessitura experience a plus).
- Passion for live theatre and the role of the performing arts in community life.

Preferred Attributes

- Experience working in a regional theatre or performing arts organization.
- Familiarity with donor psychology, audience development, and patron-to-donor conversion strategies.
- A collaborative, creative, team player who can easily take instruction as well as lead when necessary.
- Detail-oriented work style.

Compensation & Benefits

Nashville Repertory Theatre offers a salary of \$45,000-\$47,500 based on experience, along with a comprehensive benefits package including health, dental and vision insurance, life insurance, 403B retirement and paid time off.

To apply, please send a cover letter and resume to nashvillerep@nashvillerep.org with the subject line: Annual and Strategic Partners Giving Manager