

Asia Society Career Opportunity

Location: New York

Position: Director, Individual Giving - Code 2117

Purpose:

To drive growth in individual giving from general membership through major gifts in support of all of Asia Society's pillars—education, arts and culture, and policy. We are seeking a seasoned fundraiser who can execute a moves management strategy that creates a journey for donors from general membership to patron to major giving.

This position will report to the Vice President of External Affairs and Partnerships, and will collaborate closely with the Managing Director of Philanthropy (who manages Trustee giving and principle donors at \$100,000+ level). The Director will manage the Development Coordinator who supports the General Membership program.

Responsibilities:

- Accountable for meeting or exceeding substantial revenue goals, as well as specific targets for donor acquisition, retention, and upgrades.
- Develop, implement, and optimize the strategy and set specific and measurable goals to grow the General Membership and Patrons Program while ensuring a flawless and personalized donor experience.
- Deploy a combination of direct marketing, digital channels and events to create a cohesive and engaging omni-channel journey to maximize donor lifetime value.
- Develop and craft benefits that will lead to a high conversion rate. Evaluate the role of special events, exclusive access to programs, and other potential benefits.
- Manage the donor database for your segment and also prospect to add new donors, with a heavy emphasis on acquisition while also upgrading and moving donors up to our \$25,000+ level.
- Work with the Development Coordinator on General Membership (\$65 - \$1,000) to identify and upgrade Members to Patrons. Screen the membership for potential patrons (up to \$25,000) as well as those with major gifts capacity.
- Oversee the creation and execution of a rigorous monthly schedule of targeted and segmented outreach to retain, upgrade, and reactivate patrons. This includes developing, reviewing, and approving copy for all collateral, managing list selection, and tracking and analyzing program results.
- Develop and maintain personal relationships with high-capacity patrons for cultivation and philanthropic growth.
- Develop, track, and re-forecast annual budgets for major gifts, patron and membership revenues and expenses.
- Monitor key performance indicator metrics and adjust strategies and tactics as appropriate based on results.
- Perform additional duties as assigned.

Asia
Society



Founded in 1956 by
John D. Rockefeller 3rd

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Qualifications:

- College degree and 7-9 years of related work experience.
- Progressively responsible experience with a proven track record of growing a high-end giving program
- Data-driven approach and excellent analytic skills with demonstrated experience in developing and tracking metrics for success is a must.
- Demonstrated out-the-door fundraising experience, preferably at a nonprofit cultural organization.
- Successful track record of building omni-channel lifecycle marketing programs that have driven results: conversion, engagement, cross-sell, and retention.
- Experience building and managing direct reports.
- Strategic thinker with ability to provide thought leadership and guidance to direct reports, peers, and cross functional partners.
- Demonstrated ability to use Customer Relationship Management (CRM) systems to grow revenue and optimize lifetime value. Experience with Salesforce Marketing Cloud and Nonprofit Success Pack (NPSF) would be a plus.
- Excellent verbal and written communication skills.
- Proven ability to build strong relationships with donors and colleagues.
- Entrepreneurial, self-directed, and organized with strong problem-solving skills.
- Comfortable in ambiguous situations

Asia Society offers a competitive salary, as well as a comprehensive benefits package. For benefits information, please visit: www.asiasociety.org/about/careers and click on “Employee Benefits” to view our full benefits summary.

How to Apply:

Please email (1) cover letter addressing qualifications and salary requirements, and (2) resume to externalaffairsjobs@asiasociety.org. Resume and cover letter attachments should be PDF or Word files. The email subject line should indicate the job title and your last name. Only complete applications will be accepted. No phone calls, please. Only those candidates considered for an interview will be contacted.

Asia Society is an Equal Opportunity Employer.