



Navigating Shared Futures

Asia Society Career Opportunity

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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, front-facing fundraiser who knows New York City and executes a moves management strategy to create a journey for donors from general membership to patron to major giving in creative and authentic ways.

This position will report to the Chief Development Officer, and will collaborate closely with the Managing Director of Philanthropy (who manages Trustee giving and principle donors at \$100,000+ level). The Director may help manage 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 Patron Membership strategy and set specific and measurable goals to grow the Patron and Young Leaders Program while ensuring a flawless and personalized donor experience.
- Deploy a combination of strong stewardship, cultivation, direct marketing, creative use of digital channels and creation and execution of events to create a cohesive and engaging experience at Asia Society to maximize donor lifetime value.
- Activate and create potential new benefits that will lead to a high conversion rate from prospect to Patron. Optimize and pro-actively recommend special events, exclusive access to programs, and other potential benefits that lead to excellent experiences at Asia Society.
- Manage the Patron portfolio and prospect new potential Patrons.
- Continually move Patrons upwards using strong engagement skills.
- Work with the General Membership Manager on cultivating General Members (\$65 - \$1,000) to identify and upgrade to higher-grade



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membership opportunities. Identify 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.

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 member conversion, engagement 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 (NPSP) 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



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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, position reference code: 2117, 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.