



# Company, Position and Person Profile

Development and Special Events Manager

December 2016



## The Organization

### Mission

Synetic redefines theatre by blending innovative techniques and movement, investing in artists' growth, and creating unforgettable visceral experiences for every audience.

### History

Synetic Theater (the Company) emerged from the creative vision of founders Paata and Irina Tsikurishvili, Georgian artists who moved to the United States in the 1990s. Trained in dance, theatre and film, the Tsikurishvilis combine traditions of the Caucasus with distinctly American styles to tell classic stories through movement, music, technology and visual arts. Synetic Theater, Inc. was founded in 1996 and made its artistic debut with the first wordless Shakespeare production, *Hamlet...the rest is silence*, thrilling audiences with its athletic and high-voltage physical theatre and earning three 2003 Helen Hayes Awards, for Outstanding Resident Play, Outstanding Choreography and Outstanding Director.

## Today

The Company produces four to five mainstage productions and two to three Family Series productions per season, runs an educational studio for ages seven through adult, conducts community outreach programs, and tours family and mainstage productions, reaching over 35,000 patrons annually. To date, the Company's productions have earned 116 Helen Hayes nominations and won 27 Helen Hayes Awards, garnering praise for both its Wordless Shakespeare repertoire (*Hamlet...the rest is silence*, *Macbeth*, *Romeo and Juliet*, *A Midsummer Night's Dream*, *Antony and Cleopatra*, *Othello*, *King Lear*, *The Taming of the Shrew*, *Twelfth Night*) and its dialogue- and movement-based pieces, such as *Host and Guest*, *Frankenstein*, *Carmen*, and *The Master and Margarita*.

## The Position

**Position Title: Development and Special Events Manager**

**Location: Arlington, Virginia**

**Reports to: Managing Director**

Reporting to the Managing Director, the Development and Special Events Manager is responsible for designing, implementing, and managing all fundraising activities including annual giving, individual and membership campaigns, special projects and other related solicitations. The individual is also responsible for maintaining and tracking the Master Donation List and ensuring that the accounting of pledges and receipts are accounted for properly by a process of reconciliation with Accounting. The Manager works closely with the Marketing Manager to create publicity materials and manage donor communications. In addition, s/he is responsible for managing all aspects of special events process, including collaborating with subcontractors, venue identification, menu development, printing and designing materials, budget tracking, and measuring the outcome of events relative to donor cultivation.

## Specific Responsibilities

With respect to Development—

- Managing all strategies and activities for donor cultivation, solicitation and relations
- Maintaining contact with and writing grant proposals for foundations, corporations, and government grants
- Researching and contacting new or potential corporate, foundation, government and individual donors
- Maintaining individual development and retention and building relationships with potential and current individual donors
- Supervising development staff, if any, and independent contractors
- Being the primary liaison for the Development Committee and ad hoc Fundraising Committee. Assumes responsibility for all development reports to the Board and other agencies
- Working with the Development Committee to identify new board prospects
- Creating office systems to support all development projects and operations
- Managing donor, gift record-keeping and grant reporting
- Managing and implementing the pledge reminder, acknowledgment and donor benefits fulfillment programs
- Attending community events related to donor cultivation
- Participating in outreach activities and performances outside regular business hours
- Scheduling meetings with potential donors for Artistic Director and/or Managing Director
- Being available to assist in any other capacity as assigned

With respect to Special Events-

- Support and execute on current events such as *Dinner on Stage*, *Behind the Scenes*, *VIP Opening Night*, *Board meetings*, and others that may arise from time to time
- Identify potential opportunities at the local level and create/capitalize on those opportunities
- Develop a network of event subcontractors that make planning each event a simple process
- Collaborate with other departments within Synetic as well as local community groups, as appropriate
- Attend community functions to network and identify potential opportunities for community events
- Create summary reports of each event outlining how data gathered from current community events can be used to develop successful future events

Foundation Grants and reporting—

- Prepare proposals and letters of inquiry
- Prepare reports
- Maintain and update grants calendar

#### Prospects research—

- Conduct prospect research on corporate, individual, and individual foundation donors
- Maintain and prepare formal donor profiles
- When assigned, prepared development briefs in advance of meetings

#### Internal Reporting and Updates—

- Maintain and update the current donor database, such that history of giving and transactions with Synetic, interests, key donor information, and corporate or other affiliations are tracked; work closely with Accounting to ensure accuracy
- Provide monthly fundraising progress reports
- Provide monthly prospect research and status updates
- Prepare donor lists for playbills, website, and other acknowledgment media
- Update the development section of the website

## Qualifications and Skills

- Bachelor's Degree (required) or Master's Degree (preferred)
- 3-4 years' experience in a cultural environment; a background in theatre and/or arts education is highly desirable
- An appreciation for physical theater
- Experience working directly with donors is preferred
- Proven ability to successfully solicit financial support from corporations and foundations is preferred
- Experience developing and maintaining productive working relationships with board members, donors, and community members
- Knowledge of ticketing/registration/donor/event software
- Experience in a customer service/hospitality
- An understanding of budgeting principles
- A background in arts administration is helpful
- Excellent verbal, written, organizational and interpersonal skills
- Ability to work in a team environment
- Ability to work on a variety of projects simultaneously is essential
- Must be a self-starter who requires little to no supervision to meet goals
- Strategic thinker with demonstrated ability to pay attention to detail

## Supervisory Responsibilities

- Development intern
- Event Staff
- Volunteers (if applicable)



## Metrics

ROI

- Number of new foundation grants received
- Number of new Corporate contributions received
- Number of new individual donations received
- Maintain fundraising expenses within budget
- Achieve annual contributed revenue budget targets

## Compensation

Salary commensurate with experience