



Associate Director for Patron Engagement

The Garth Newel Music Center (GNMC) seeks a talented, pleasant, and energetic individual to serve in the newly created full-time position of Associate Director for Patron Engagement. Working alongside Executive Director Steve Wogaman and a deeply committed Board of Directors, the Associate Director for Patron Engagement will have primary responsibility for revenue creation across the full range of the patron engagement continuum: from establishing awareness through institutional and programmatic marketing; to encouraging attendance, volunteer participation, and initial giving; to the cultivation, solicitation, and stewardship of generous annual and major gift support, grants and sponsorships, and planned giving.

The Associate Director for Patron Engagement position will be multi-faceted, fast-paced and demanding, part of a staff leadership team that includes the Associate Director for Operations; department heads in facilities, culinary arts, and educational programming; a contracted marketing consultant; and the members of the Garth Newel Piano Quartet, who serve as GNMC's Artistic Directors. GNMC seeks a team player who also is adept at working independently, meeting job expectations and timelines.

Specific duties include:

Development (approximately 75%) –

- In consultation with the Executive Director and the Board's Patron Engagement Committee, develop and execute a comprehensive annual plan of development initiatives for individuals, businesses, and foundations, which may include gifts to annual fund, underwriting and sponsorships, capital and special projects, and endowment.
- Develop and implement strategies for giving and participation; including mail, on-line, phone, and face-to-face solicitation. Coordinate and/or personally participate in direct solicitation as appropriate.
- Prepare, monitor, and report upon on annual fundraising goals and budget, ensuring all revenue and expense projections are achieved.
- Work collaboratively with the Executive Director, Artistic Directors, and the Board Patron Engagement Committee to create and implement patron engagement programming using mission-based experiences that deepen the relationship with Garth Newel, both on the Garth Newel Estate and in regional cities of interest.

- Implement a Planned Giving program to encourage planned gifts to GNMC.
- Create vehicles for regular communication with donors and potential donors providing updates on GNMC activities and needs.
- Ensure information is captured and entered properly in the database regarding pledges, reports, payment schedules, and contacts; and ensure that necessary gift acknowledgment and tax record documentation is provided to donors in a timely fashion.
- Research and seek out sponsorship and grant opportunities, and coordinate application, reporting and follow up.

Marketing (approximately 25%) –

- Develop, implement, and evaluate marketing strategies across GNMC's multiple audiences, working in close collaboration with the Executive Director, the Board's Patron Engagement Committee, and a contracted marketing consultant.
- Lead the Garth Newel marketing strategy to drive engagement and serve as the primary liaison with GNMC's contracted marketing consultant.
- Oversee the Garth Newel Music Center brand in all communications, including website, social media, electronic and print communications, and concert programs to ensure branding continuity and message consistency.
- Lead and facilitate the production of PR, email, social media, and website content that establishes GNMC as a local, regional, and national leader, extending our reach by driving awareness of our mission.
- Research and evaluate strategies for new marketing and outreach opportunities.
- In coordination with the Executive Director and Garth Newel Piano Quartet, serve as a spokesperson for GNMC, actively engaging, cultivating, and managing media relationships.

Other Duties –

- Attend GNMC concerts and events to cultivate audience and donor support.
- Increase job knowledge by participating in educational opportunities, reading professional publications, and maintaining personal networks.
- Abide by all GNMC policies and procedures. Maintain confidentiality pertaining to information contained in donor records and other systems data.
- Additional duties as assigned.

The preferred candidate will be a self-starter who enjoys working as a member of a small professional staff in support of the Garth Newel Music Center's mission and vision. This candidate will have strong organizational skills and the ability to manage multiple projects simultaneously; exceptional written and verbal communication skills; a working knowledge of not-for-profit development trends, tools and methodologies; a passion for and understanding of the non-profit arts community; 3+ years' experience working in the field of not-for-profit development/marketing; and a Bachelor's Degree or equivalent training/experience in Arts Administration, Marketing, Development, general not-for-profit administration or related fields. CFRE certification or equivalent preferred, and a love of classical music is a plus.

The position requires the ability to travel and undertake regular evening and weekend work. A valid driver's license is required. Residence within one hour of the Garth Newel Music Center (403 Garth Newel Lane, Hot Springs, VA 24445) will be required of the successful candidate.

The Associate Director for Patron Engagement, a newly created position, will report to the Music Center's Executive Director.

About Garth Newel Music Center:

The mission of Garth Newel Music Center is to enrich lives through inspired chamber music and performing arts experiences.

Established in 1973, Garth Newel is located on 114 acres on the side of Warm Springs Mountain in rural Bath County, Virginia. We produce over 40 chamber music concerts each year including a 10-week Summer Festival. The Garth Newel Piano Quartet (our resident musicians) anchors most of the concerts with the assistance of collaborating artists. We also present occasional jazz, blues, and folk and traditional music concerts. Concerts are held in a 200-seat, converted indoor horse-riding arena, one of seven buildings located on our National Register of Historic Places-listed property.

Compensation:

Salary: \$55-65,000 + benefits (includes 401k retirement match, health insurance, paid vacation, approved mileage and expense reimbursement)

Type: Full-Time, Exempt Position

Application Process:

In one PDF file, please send cover letter, CV/resume, two writing samples and a list of three professional references via email to:

Associate Director Search
Nikki Bowes, Administrative Coordinator
Garth Newel Music Center
nikki@garthnewel.org

Application deadline September 1, 2024