

Community Development Manager
The UC Theatre
Final - May 17, 2024

Hours: \$22-\$24 Hourly (32-40 Hours per week)
Location: In person with option for 1 day / week remote
2036 University Ave., Berkeley, California

Position Overview:

Reporting to the Director of Education & Community Development and the CEO, the Community Development Manager at The UC Theatre plays a crucial role in advancing the organization's mission as a nonprofit, independent music venue and the Concert Career Pathways workforce training program. They oversee the Development department's Grassroots Fundraising, including but not limited to driving contributed revenue, operations, including managing the Development Associate, and interns. Managing fundraising campaigns, processing donations, updating databases, and maintaining donor communications. Their focus is on grassroots and individual fundraising, particularly through email, direct mail, and social media, targeting individual gifts under \$5,000 and Manage Grants Writing Team for Grants \$50,000 and under to support an annual fundraising goal of \$1.5 Million and objectives determined by the Berkeley Music Group leadership. They will also coordinate Community Development with Education and Marketing departments.

Primary Responsibilities:

Individual Grassroots and Fundraising Campaigns:

- Work with Founder & CEO, Development team, and Independent Contractors as appropriate to develop and execute strategies to engage, cultivate and solicit current and potential donors from the community.
- Participate in all aspects of fundraising to achieve an annual goal of \$1.5 Million in contributed revenue.
- Develop and execute strategies to engage, cultivate, build new donor pipelines, and retain donors.
- Manage Community Outreach table at all concerts.
- Develop planned and recurring giving strategies.
- Oversee and increase all grassroots contributed revenue, including but not limited to in-show donations, community outreach opportunities, spring and end-of-year campaigns, monthly donors, ticket donations, and more.
- Manage digital and direct mail campaigns to achieve spring and end-of-year goals.

- Cultivate new donor pipelines through community outreach and events.
- Oversee tracking of grassroots fundraising.

Family Foundations & Institutional Support:

- Maintain and cultivate relationships with institutional funders.
 - Coordinate with Education Department to raise funds to support new program projects
 - Integrate fundraising messaging into marketing efforts.
- Coordinate freelance grant writers and grant deadlines.
- Participate in writing and researching grant proposals.

Administration:

- Work with the Development Associate to manage CRM database (Bloomerang) with accurate and up to date information on donors and prospects.
- Evaluate and adjust fundraising practices.
- Lead weekly Development team meetings
- Process all incoming donations and maintain accurate records.
- Communicate with the Accounting Department for funding reconciliation.
- Present and lead Community Development workshops during the Concert Career Pathways' (CCP) Workshop Series

Donor / Board Events:

- Plan and oversee donor cultivation events such as quarterly Bottle Share events.
- Prepare quarterly board reports updating on fundraising activity.
- Research fundraising event opportunities.
- Attend Board meetings as needed.

Marketing and General Responsibilities:

- Update and maintain nonprofit branding and fundraising materials and website.
 - Collaborate with Education team to maintain CCP Demographic information
 - Develop marketing strategies across all channels for fundraising.
 - Coordinate planning with Marketing and Education departments.
 - Analyze marketing analytics to refine strategy.
 - Facilitate relationships with industry partners.
 - Manage LinkedIn account for organization.
 - Facilitate strategic relationships with key industry partners in the music and arts industries
- Work closely cross department to market The UC Theatre education program and development efforts

Qualifications:

- At least 2 years of development experience in direct fundraising.
- Experience managing at least 1 direct report.
- Proficiency in platforms such as Donorsearch, Click and Pledge, MailChimp, Hive, Bloomerang (or similar CRM), and Google Suite, Excel Spreadsheets, Asana and more.
- Ability to work nights and weekends as needed.
- Ability to manage multiple projects and priorities simultaneously, adjusting workload to meet changing circumstances.
- Strong written and oral communication skills.
- Some knowledge of the live music industry is preferred.
- Ability to work independently and collaboratively.
- Excellent organizational skills and ability to manage multiple projects.
- Commitment to diversity, equity, and inclusion.

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies to perform the essential functions of this position.- Customer service-oriented.

- Strong problem-solving skills.
- Effective planning and organizing abilities.
- Attention to quality and detail.
- Adaptability to changing environments.
- Dependable and punctual.
- Observant of safety and security procedures.

Equal Opportunity and Diversity

The UC Theatre is committed to equity in its support and advocacy, and seeks to create and encourage opportunities for people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities. The UC Theatre is committed to creating and upholding a safe space for its staff and customers where respectful conversations around diversity, equity, inclusion and accessibility can continue to happen. The UC Theatre makes an ongoing commitment to prioritize DEI initiatives and learn more about best practices and approaches to DEI in the live performance industry, and to provide resources and professional development opportunities to support its members in doing the same for their individual businesses.

About The UC Theatre (UCT):

The UC Theatre was founded in 2012 by the Berkeley Music Group (BMG) as a 501 c3 non-profit organization. We operate The UC Theatre - an independent community-minded 1,400 capacity multi-tiered live music venue, with youth education programs. Our mission is to present a vibrant, diverse, and inclusive range of live performances to advance the understanding and appreciation of music, culture, and education in the Bay Area. We provide

inclusive, diverse, and culturally rich music programming as well as transformative workforce development programs.

The Concert Career Pathways (CCP) workforce development program opens the doors for young people from underrepresented communities, removing the barriers of entry toward a career track into the live music business. We teach young people ages 17 to 25 the technical, creative, and business aspects of concert and event promotion. This free, nine-month hands-on learning, experiential workforce development program develops critical and creative thinking and career skills necessary to become successful in the 21st-century workplace. Now in its 8th cohort, CCP Graduates come from diverse backgrounds which on average includes: 79% people of color, 52% female identifying, 6% gender nonconforming, 45% low income households, 33% LGBTQ+ community, and 7% are people with disabilities. Each year, at least 80% of graduates find employment 3-6 months after completing the CCP program.

This job description is a summary of duties which you as an employee are expected to perform in your assignment. It is by no means an all-inclusive list, rather a broad guide to expected duties. As an employee you must understand that a job description is neither complete nor permanent and may be modified at any time. At the request of management, any employee may be asked to perform additional duties, responsibilities, or projects without notice.

Pay Range: \$22-\$24 Hourly (32-40 Hours per week)

Contact: joan@theuctheatre.org