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CONSULTING GROUP

Asolo Repertory Theatre
Director of Development

Position Profile

January 2025

Director of Development Position Profile



About the Opportunity

Asolo Repertory Theatre (“Asolo Rep”) seeks an experienced leader to join their team as the next Director of Development. This is an exciting opportunity for a strategic and collaborative fundraising professional to join one of the country’s leading regional theatre companies at an exciting time in its history. Located in the beautiful and historic coastal city of Sarasota, Florida, Asolo Rep is one of the most important cultural forces in the Southeastern United States. The successful candidate will be skilled at conceptualizing, organizing, and activating the team to implement a comprehensive fundraising plan to support Asolo Rep’s mission and meet the theatre’s strategic priorities, while fostering a positive and dynamic work environment that honors all who participate in this work, from staff to board to audience and donors. Reporting to Managing Director Ross Egan, the Director of Development will work in close partnership with the Producing Artistic Director Peter Rothstein and members of an engaged Board of Directors to ensure success. They will lead a seven-person development team and engage staff across the organization to build a sustainable culture of philanthropy, cultivate transformative gifts, and ultimately expand the theatre’s base of support to enable Asolo Rep to achieve its artistic, financial, educational, and community impact objectives. The Development Director serves as a member of Asolo Rep’s leadership team and works collaboratively across all departments to advance fundraising opportunities.

About Asolo Repertory Theatre

Asolo Repertory Theatre, Florida’s premier professional theatre, is a center for artistic excellence. Asolo Rep stages up to 10 productions every season, spanning a diverse repertoire of newly commissioned plays, bold reinterpretations of contemporary and classical works, and provocative new musical theatre experiences.

Asolo Rep is a major force in Sarasota’s rich arts scene, whose quality and depth rival some of the largest urban centers in the country. Asolo Rep is annually the creative home of more than 100 artists, technical craftsmen, and administrative staff. Its annual company is bolstered by attracting award-winning directors, choreographers, actors, designers, playwrights, composers, lyricists, and guest artists who come to Sarasota from around the country and the world.

Under the dynamic leadership of Producing Artistic Director Peter Rothstein and Managing Director Ross Egan, over 100,000 patrons are drawn to the theatre each season. In its role

as the largest professional not-for-profit theatre in the U.S. south of Atlanta, Asolo Rep serves as a springboard for successful productions to travel to Broadway and other regional theatres throughout the country.

Asolo Rep is also proud to have an ongoing partnership with Florida State University through the FSU/Asolo Conservatory for Actor Training, ranked among the top ten actor training programs in the country. Conservatory students undergo a rigorous three-year Master of Fine Arts program, culminating with the third-year students' inclusion as part of Asolo Rep's mainstage company. This unique collaboration has proven to be a successful formula for producing the highest quality professional theatre while providing first-rate training for America's next generation of actors.

Whether staging a new work or re-envisioning a classic, Asolo Rep creates theatre that consistently surprises, entertains, challenges, and inspires its audiences by inviting them to take part in shared acts of imagination. With its ambitious theatrical offerings and groundbreaking education, engagement, and audience development programming, Asolo Rep is more vibrant and its work more relevant than ever before. Asolo Rep exists to present a diverse mix of theatrical work of the highest artistic standards and enthusiastically engage its audiences, continually ensuring its lasting legacy for future generations.

Asolo Rep has a dedicated and generous board of directors that supports the theatre with their wisdom, experience and resources. There are 41 board members who significantly fund the theatre through annual donations, ticket sales, special events and capital and endowment support. Asolo Rep's budget for 2024-2025 is \$13.5MM with annual contributed income at \$4.6MM. Asolo Rep's endowment is currently in excess of \$26MM.

Vision and Mission

Mission

Engage and inspire audiences with extraordinary theatrical experiences created with vision, passion and artistry and enhanced by deeply integrated education and community engagement programs.

Values

We prioritize creativity and innovation.

We operate with a spirit of curiosity, collaboration and open communication.

We lead with empathy and integrity.

[Read more about Asolo Repertory Theatre here.](#)

About Sarasota

Sarasota has a distinct vibe that is unique from other coastal cities in Florida. With a vibrant arts scene that belies the small size of the city, the rich cultural life here is embraced by the community and is part of what draws a diverse population to live and work here. The stunning beauty of the Gulf Coast is matched by a lively food scene, quaint shopping districts, and easy access to countless beaches, parks and other ways to enjoy the nearly perfect

year-round weather. Sarasota has some of the top-rated public schools in the state and is home to Florida State University as well as several other colleges.

Visit the [Sarasota Chamber of Commerce site](#)

Explore the arts community at the [Sarasota Arts & Cultural Alliance](#)

Learn more about [what to do in Sarasota here](#).

Spend a [virtual weekend in Sarasota here](#)

Job Description

The Development Director is a key senior staff member who demonstrates a passionate commitment for establishing and meeting the contributed income goals that will assist the theatre in achieving its mission and objectives. The Development Director designs, manages, and implements comprehensive strategies and programs to maximize philanthropic support for the theatre's priorities and achieve Asolo Rep's fundraising and engagement goals, with a focus on both annual targets and long-term strategies.

The Development Director coordinates all development functions for the organization, working in close alliance with Asolo Rep leadership and board committees, assembling and mentoring a development staff with excited commitment to the fundraising objectives for the annual operational community income and the Capital and Endowment Campaign. A strong team player and strategic thinker with an intense work ethic, the Development Director is a trusted leader of the development team and is well-respected by Asolo Rep Board, staff and supporters.

Essential Duties and Responsibilities

- Create and execute a detailed annual development plan that renews and increases support of the annual fund and campaign goals of the theatre, securing the necessary funds to support Asolo Rep and FSU/Asolo Conservatory programs.
- Lead and mentor the development team to achieve a high-performing team of fundraising professionals, focused on deepening relationships with the theatre's supporters while also expanding that universe, and approaching fundraising with an entrepreneurial growth mindset.
- Create and manage a full calendar of fundraising events designed to build and deepen donor relationships, to engage audiences in the excitement of Asolo's impact in the community and the field, and to function as a significant revenue stream in the company's philanthropic goals.
- Establish departmental and individual annual performance goals, optimize and allocate resources, set strategies for the identification, cultivation and solicitation of each staff member's donor portfolios, and assess annual performance.
- Inspire engagement of Asolo Rep staff, artists, Board members, and outside supporters through professional, articulate, enthusiastic, and informed leadership. Demonstrate stewardship and serve as an effective ambassador to the local and national community.

- Provide leadership to the Board in their fundraising work, engaging Board members in fundraising by providing them with the tools and support to be successful as ambassadors of Asolo Rep as well as individual supporters.
- Create, monitor and manage an annual development budget with transparency and accuracy, identifying opportunities and challenges throughout the budget year to achieve annual goals within responsible budget guidelines.
- Keep the Managing Director and Producing Artistic Director informed of fundraising trends and progress throughout the season, to ensure accurate and timely reforecasting.
- Keep meticulous donor profiles and track donor communications and meetings in Tessitura to support the moves management process and safeguard institutional memory of donor relationships. Personally become familiar with Tessitura and ensure there is high proficiency with the program in the department. Oversee donor research.
- Work collaboratively with other Asolo Rep senior staff and their teams in all departments, including Artistic, Marketing, Production, Education/Engagement, Finance and Box Office.
- Partner with the Marketing department to create a holistic view of marketing that includes development needs and provides mutual support for both departments.
- Serve as staff liaison for several board development committees. Attend monthly meetings and provide reports for the Nominating & Governance committee and full Board.
- Serve as the lead point person on ongoing and future capital and endowment campaigns. Seek new sources of funding to support institutional initiatives.
- Maintain a personal portfolio of major gift donors and negotiate gift agreements in collaboration with theatre's legal counsel.
- Maintain relationships and network with donors and prospects through visits, events, correspondence, and regular calls. Determine and fulfill donor and sponsor benefits throughout the season.
- Become familiar and comply with all HR requirements in hiring, supervising and managing staff. Contribute to establishing an institutional culture of respect and ethical behavior. Foster partnership and collaboration internally and externally.
- Supervise the preparation of timely, accurate, and relevant proposals, presentations, and other fundraising materials for cultivation, solicitation, and stewardship. Provide development data for marketing materials, grants and other reports or materials as needed.
- Be an advocate for IDEA (Inclusion, Diversity, Equity and Access) work in philanthropy and performing arts structures.
- Other duties as appropriate or assigned.

Experience:

- Minimum seven years of development experience with at least five years in a management/leadership position.
- Proven success at organizing fundraising programs and events, meeting and exceeding revenue goals and soliciting and closing major gifts.
- Proven successful interactions with Boards and a diverse array of community stakeholders.

- Demonstrated success leading development teams and collaborating with other departments.
- Excellent computer/technology skills, especially in Outlook, Word and Excel, and preferably in PowerPoint and social media platforms.
- Experience using a CRM database, preferably Tessitura or similar software.
- Experience in an arts environment is preferred.
- Knowledge of the Sarasota/Manatee communities is a plus but not required.

Qualities/Attributes:

- Effective, enthusiastic, charismatic, and comfortable communicator with a broad spectrum of individuals.
- A good listener and strategist; comfortable receiving input from many sources, and able to collect and analyze disparate information into a sound, well-organized plan.
- Determined, yet respectful of others' concerns; someone with the flexibility and creativity needed to reach funding objectives when barriers arise; a skilled negotiator who builds effective partnerships.
- Creative and detailed at special events management, designed to deepen and expand donor relationships.
- Inspirational leader for board members and departmental employees.
- Highly organized and dedicated team player.
- Passion for and understanding of theatre.
- Excellent writing skills.
- Ability to prepare and analyze budgets and spreadsheet data.
- Resilient, adaptable and collaborative.
- Sense of humor and positive attitude.

Minimum Qualifications: College or University degree in related field. Post-graduate level training, such as Master's Degree, CFRE certification or other relevant education preferred.

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

Please use your cover letter to tell us about what you hope to bring to this role.

Compensation

The salary for this position is \$135,000 - 150,000 annually. Asolo Repertory Theatre provides a comprehensive benefits package including contributions to health and dental insurance, a 403(b) retirement plan, and paid vacation and sick leave. Vision, disability, and other policies are also available.

This is a full-time on-site role in Sarasota, Florida.

Application Instructions

The Director of Development search is being conducted on behalf of Asolo Repertory Theatre by Tom O'Connor Consulting Group, a New York-based executive search and consulting firm specializing in the arts and culture industries. The search is being led by VP of Executive Search Cynthia Fuhrman.

To apply, visit the [online application](#) and submit your materials. Your cover letter should include any training or experience relevant to the job profile that you would like to highlight, why you consider yourself a good fit for this opportunity, and anything else you'd like us to know about your qualifications that may not be present in your resume. For best consideration, **we encourage you to apply by February 20, 2025.**

Asolo Repertory Theatre is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.