



Job Title	Development Senior Associate–Annual Giving	Department	Development
Status	Exempt, Full-time	Reports to	Chief Financial Officer

General Description

The Development Senior Associate is a key strategic contributor responsible for expanding and elevating the Cliburn’s annual giving program. This role requires a highly motivated and experienced fundraising professional who can take initiative, propose and implement new ideas, and independently manage multi-channel donor engagement strategies. The Development Senior Associate is managed by the Development Operations Mgr.

Responsibilities**Annual Giving Strategy and Program Development**

- Take ownership of the annual giving program and proactively propose strategies to grow revenue and donor participation.
- Design and execute robust annual fundraising campaigns, including direct mail, email, social media, text-to-give, and special initiatives.
- Build an integrated annual giving calendar aligned with the organization’s four-year artistic cycle.
- Develop segmentation strategies and personalize donor journeys to improve retention and upgrade rates.

Digital Fundraising and Content

- Lead the creation of compelling donor-focused content, including email appeals, stewardship messaging, social media posts, and impact stories.
- Work closely with marketing staff to align messaging and branding across platforms.
- Work closely with communications staff in developing short videos, graphics, and other digital assets for fundraising initiatives.

Stewardship and Donor Experience

- Develop and implement stewardship practices that deepen donor loyalty, including impact reporting, personalized messages, and recognition touchpoints.
- Lead donor thank-you efforts for annual-giving donors, including calls, handwritten notes, and coordinated follow-up messages.
- Work with staff and volunteers to build consistent, timely stewardship workflows.

Data, Analytics, and CRM Utilization

- Use data to drive decision-making and improve campaign performance.
- Produce reports on donor trends, segmentation, retention, and acquisition.
- Collaborate with the development staff to ensure data accuracy and enhance record-keeping practices.

Cross-Department Collaboration

- Work closely with the Development Operations Manager to integrate annual giving with major donor and institutional fundraising strategies.
- Participate in donor research and pipeline-building efforts.
- Provide occasional support at events, performances, or donor gatherings as needed.
- Enthusiastic commitment and willingness to participate above and beyond enumerated job responsibilities alongside all staff working to achieve the Cliburn’s mission.

Education, Experience, and Attributes

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| <ul style="list-style-type: none">• 3–5+ years of increasing responsibility in annual giving, digital fundraising, or nonprofit development.• Proven ability to independently manage campaigns, meet deadlines, and drive results.• Strong writing, storytelling, and donor-facing communication skills. | <ul style="list-style-type: none">• Experience using CRM systems and pulling data for segmentation and reporting.• Strong understanding of digital engagement tools.• Self-motivated and directed.• Strong organizational skills and attention to detail.• Trustworthiness and ability to handle confidential materials and situations. |
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*** Accountable ▪ Consistent ▪ Self-Regulated ▪ Punctual ▪ Collaborative ▪ Committed to the Cliburn’s Mission ***