



The Royal Conservatory®

The finest instrument is the mind.

**Associate Director
Individual Giving**

POSITION PROFILE

Introduction

The Royal Conservatory of Music is one of the largest and most respected music education institutions in the world, providing the definitive standard of excellence in curriculum design, assessment, performance training, teacher certification, and arts-based social programs.



The mission of The Royal Conservatory – to develop human potential through leadership in music and the arts – is based on the conviction that the arts are humanity's greatest means to achieve personal growth and social cohesion. Advancing the transformative effect that music and the arts have on society lies at the heart of everything The Royal Conservatory does.

Where could you fit in?

The Royal Conservatory is seeking a dynamic, experienced fundraising professional to join its Development team to advance its major gift fundraising goals. Reporting to the Senior Director, Major Gifts and Stewardship, the Associate Director of Individual Giving will play a key role in the planning and implementation of The Conservatory's major gift program, with a focus on scholarship support.

The Associate Director is responsible for building long-term relationships and increasing philanthropic support from donors and prospective supporters capable of making major gifts of \$50,000+. She/he works closely with senior volunteers and RCM program leads to develop and implement plans and programs to effectively engage prospects and donors in meaningful interactions with The Conservatory that will result in major gifts.

About The Royal Conservatory

The more than five million alumni of The Royal Conservatory have enjoyed the many benefits of music study and carried these benefits into subsequent careers in a wide range of fields, including medicine, business, politics, education, science, and sports. Others, such as Glenn Gould, Oscar Peterson, Diana Krall, Teresa Stratas, Sir Roger Norrington, and Jon Vickers, have achieved international musical acclaim.

The Royal Conservatory Certificate Program provides a recognized standard of musical achievement through an effectively sequenced system of study and individual student assessments, from preparatory to advanced levels. Considered the foremost music education system in Canada, the United States, and many other countries around the world, its broad use has bound together individuals from these nations with the thread of shared creative experiences.

The Royal Conservatory is also committed to enabling greater access to music through digital education, with a focus on: supporting and engaging the teaching community; cultivating and inspiring students and their families; bolstering and highlighting Canadian talent; and enriching and enhancing the future of music and music education.

Over the last two decades, The Royal Conservatory has been a leader in the development of arts-based programs designed to address a range of social issues, such as the academic achievement of youth at risk, the development of children in their early years, and the wellness of seniors. Learning Through the Arts® and The Marilyn Thomson Early Childhood Education Centre use the latest research findings in neuroscience and the social sciences to address important health, social, and developmental issues.

At its national base, the TELUS Centre for Performance and Learning in Toronto, The Royal Conservatory offers classes and lessons for individuals of all ages and abilities at the Royal Conservatory School, as well as an extensive set of training programs for gifted young artists through The Glenn Gould School and The Phil and Eli Taylor Performance Academy for Young Artists. The Conservatory also presents and produces a wide range of concerts featuring the finest Canadian and international artists in its magnificent performance spaces, including the internationally acclaimed Koerner Hall, Temerty Theatre, and Mazzoleni Concert Hall in historic Ihnatowycz Hall.

Entrenched in the minds and hearts of Canadians, The Royal Conservatory has united generations of citizens since its inception in 1886.

Advancement at The Royal Conservatory

Under the leadership of Shawn St. Michael, Vice President, Institutional Advancement, the Development Department has entered a new era of fundraising by reorganizing and refocusing its activities to meet the Conservatory's changing needs. A staff team of 14 professionals annually raises approximately \$12 million in a continuum of giving between annual programs and major gift initiatives.

The Royal Conservatory's latest initiative, *Resounding! The Campaign for The Royal Conservatory* builds on past fundraising success and aims to secure support for The Conservatory to stimulate growth and innovation in a rapidly changing world. *Resounding!* will allow The Royal Conservatory to reach Canadians in new ways. It will drive continued ambition to achieve excellence in everything we do to best support our artists and students. It will positively contribute to the national cultural landscape and make an impact globally by harnessing the power of the arts and technology to unlock human potential and connect communities. By investing in programs that support and engage the teaching community, cultivate and inspire

students and their families, and nurture and encourage Canadian talent, the RCM is enriching and enhancing the future of music and music education.

The Position

Organization:	The Royal Conservatory
Title:	Associate Director, Individual Giving
Reports to:	Senior Director, Major Gifts & Stewardship
Location:	273 Bloor Street West

The Role

An accomplished major gifts fundraiser, the ideal candidate will have proven skills in managing complex senior level volunteer relationships and will have a proven track record in major gifts. Ideally the successful candidate will possess a love of music, education and the arts, and will be inspired by the Conservatory's mission. They will be a strategic thinker and proficient fundraiser who will identify and develop opportunities to drive success in an integrated advancement environment.

Organized, yet flexible and responsive, the new incumbent will apply rigour and analysis to guide and direct major gift activities, with a commitment to achieving and surpassing fundraising targets. They will work to obtain commitments in the \$25,000-\$1,000,000 level and will also manage the scholarship program and volunteer committee.

Comfortable with decision making and calm under pressure, the successful candidate will be a team player who embraces collaboration.

The ideal candidate will ensure an adherence to the highest standards and best practices of donor engagement and accountability for donors across the full range of the Conservatory's fundraising activities.

Key Areas of Responsibility

Reporting to the Senior Director, Major Gifts and Stewardship, the successful candidate will:

- Lead the planning, management and implementation of an ambitious, integrated major gifts program in support of scholarships at The Glenn Gould School. This includes working with senior staff and Scholarship Committee volunteers on solicitations for renewed and new scholarship support. Develop and implement plans for prospect identification, cultivation, solicitation and stewardship initiatives, events and collateral materials to

build scholarship support for the School, based on sound analysis and strategy. Work closely with the Senior Director to integrate strategies and activities in relation to the Resounding! fundraising campaign

- Manage a portfolio of major gift prospects and donors, moving them successfully through the donor cycle. Effectively build relationships in this donor-facing role, in partnership with senior volunteers and program staff, as appropriate. Ensure activity is coordinated with the Resounding! Campaign
- Actively develop a prospect pipeline. Implement meaningful cultivation strategies that lead to a compelling introduction to The Conservatory and employ an effective follow-up strategy for each prospective donor. This includes, but is not limited to, research, liaison with senior volunteers, and strategic use of events
- Liaise with other departments to remain current with priorities and plans. Identify, develop and articulate areas for philanthropic support to diversify and expand The Conservatory's funding opportunities and donor base
- Prepare and/or oversee the development of effective fundraising communications, including compelling proposals, meaningful letters, and strategic briefing notes
- Actively monitor progress towards financial goals, taking necessary action to meet and exceed targets
- Play an active role in assuring the excellence and effectiveness of The Conservatory's donor stewardship plan
- Diligently follow Development practices and protocols for recording prospect and donor interactions to enable robust, accurate and ongoing relationship management
- Participate as a leader in the department, ensuring the highest standards in fundraising best practices are met, and the team dynamic is supported
- Assists in fundraising for other RCM programs as assigned.
- Perform other duties as assigned

The Ideal Candidate

The ideal candidate will be a mature and insightful major giving fundraiser who excels at working with senior volunteers. and will lead by example.

The ideal candidate will possess/be:

- 5–7 years' experience in major gift and campaign fundraising, with comprehensive knowledge of fundraising principles, practices and techniques (management experience an asset)
- Proven track record of developing and implementing innovative and successful fundraising strategies

- Superior communications skills (both written and verbal), including effective presentation skills and experience with proposal development
- Superior management skills and the ability to lead, support and motivate staff and volunteers
- Familiarity with the Canadian philanthropic environment, with particular knowledge of the Toronto arts and culture donor base
- Experience in developing budgets and monitoring financial performance, and a drive to meet or exceed financial targets
- Exceptional attention to detail; ability to develop, execute and follow through on complex plans and manage multiple priorities and deadlines simultaneously
- Excellent interpersonal skills, and a positive attitude to work effectively and collaboratively with a variety of stakeholders such as volunteers, donors and colleagues
- Diplomacy and confidentiality are required
- Flexible and able to work under pressure in a fast paced and results-oriented environment
- Proficiency with Raiser's Edge and MS Office including Word, Excel and Outlook and high degree of comfort working with donor databases for tracking prospect activity
- University degree or equivalent education and experience
- Certified Fund-Raising Executive (CFRE) accreditation an asset
- Ability to work evenings and weekends when required for donor meetings/events.

If you are looking for an outstanding challenge, working with a great team for an important, focused and successful organization, then please send your résumé, along with a covering letter explaining why you should be a serious candidate for this mission-critical position, to Preston Human Capital Group at lindsay@phcap.ca. Submissions must be received by April 1, 2019. Please note only qualified candidates will be contacted.