



The Broad Stage seeks an innovative fundraiser for the new role of **Major Gifts Officer**. This development professional will have the interpersonal communication and strategic thinking skills to guide the organization's gift strategy, research, and cultivation.

## Who is The Broad Stage?

*The Broad Stage gathers artists, thinkers, and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community. - The Broad Stage Mission Statement*

The Broad Stage is an industry-leading performing arts producer and presenter located on Los Angeles' westside, providing a platform for the world's most compelling artists working in theatre, dance, and music, and multidisciplinary art forms. The organization operates on a historical average of \$7 million per fiscal year. Building upon our first decade, the organization is rising to meet a rapidly evolving set of needs for artists, audiences, community, and the Santa Monica College campus intending to advance our role as an invaluable cultural resource and artistic ambassador for greater Los Angeles.

The Broad Stage is a proud flagship of Santa Monica College, supported by the generosity of the Broad Family Foundation. In residence on the campus of the college – one of the country's most progressive, diverse, and accessible educational institutions – The Broad Stage harnesses the transformative power of the performing arts as essential to a good society. Our core values of creativity, learning, and belonging shape all programs on and off our stages. We provide insight and context to the widest spectrum of our communities so that they may fully experience the artists who are at the center of our work. The organization's typical in-theater season runs from September through June, with some outdoor activity during the summer and programs online year-round.

*"The Broad Stage seeks to be a prominent arts and culture resource for Los Angeles residents and visitors, focusing on the diversity of race, gender, class, ability, age and orientation as factors in curation, staffing and governance. Established in partnership with Santa Monica College in 2008, The Broad Stage is committed to aligning with the College's culture of equity and inclusion. Through this commitment, The Broad Stage will carry out its*

*mission to gather artists, thinkers and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community.” - The Broad Stage, Equity, Diversity and Inclusion Statement*

Under the leadership of Artistic & Executive Director Rob Bailis, The Broad Stage is broadening its impact through a new artistic vision, an expanded venue footprint, enhanced community activation, and deeper alignment with SMC. We are working to mitigate and reverse the historical biases and inequities known to our field. The organization adopted an [Equity, Diversity and Inclusion Policy and Plan](#) in June of 2019. The Broad Stage is designing the future we wish to see, evolving our work for a new day, and shaping a world in which we can all proudly live.

## Who Is In Leadership?

**Rob Bailis, Artistic & Executive Director (he/him)** joined The Broad Stage as Artistic and Executive Director in June 2019. From 2013 to 2019 he was a leader at Cal Performances at UC Berkeley, serving primarily as Associate Director and also as interim Artistic Director/curator for the 2018-19 season. During his tenure, he curated the organization’s dance and theater presentations and oversaw the externally facing departments of fundraising, marketing communications, education, and community programs. He stewarded many of Cal Performances’ most established and longstanding artistic partnerships, while also introducing a new generation of international talent to UC Berkeley stages. From 2003 to 2011, Bailis was the director of ODC Theater in San Francisco, where he helped direct the organization’s \$9 million expansion of its facilities. He elevated the theater’s profile from regional to national and international visibility. During this time the San Francisco Chronicle named him “MVP” in dance presentation, describing his curation as “...smart ... instinctive and infectious.” He has received numerous awards in recognition of his presenting and residency programs and has served as a peer review and policy specialist for many of the nation’s leading grantmaking foundations, including the Doris Duke Charitable Foundation, Creative Capital, New England Foundation for the Arts, MAP Fund, Chamber Music America, WESTAF and the Center for Cultural Innovation. A frequent public speaker on arts and culture, he has been heard at the Commonwealth Club in San Francisco and on NPR’s West Coast Live and has been a speaker and content provider at national conferences such as Dance USA and the Association of Performing Arts Presenters. He currently serves on the board of the Artist Communities Alliance, the national service organization for artist residencies. An accomplished professional clarinetist, Bailis has appeared with symphony orchestras, chamber ensembles, and solo recitals across the US, Canada, Asia, and the UK. He holds degrees from Northwestern University and the Yale School of Music.

**Elizabeth Kegley, Director of Development (she/her)** began as Senior Development Officer in October 2019. Previously, she was Institutional Giving Manager for Cal Performances, where she raised approximately \$1.6M annually from corporate, foundation, and government funders. Prior to moving to Berkeley, she was Executive Director of Merrimack Repertory Theatre in Lowell, MA, and from 2012-2013 she served as Managing Director of Kitchen Dog Theater in Dallas, TX. Elizabeth received her MBA from Southern

Methodist University's Cox School of Business and her Master of Arts in Arts Management from Meadows School of the Arts, where she worked with The Dallas Opera, Dallas Business Council for the Arts and the National Endowment for the Arts in Washington, D.C. An AEA stage manager for 10 years, Elizabeth worked with theaters around the country on more than 40 productions. Elizabeth received her undergraduate degree from Macalester College. When not fundraising for the performing arts, Elizabeth volunteers with Angel City Pit Bulls, with whom she is training to run the LA marathon in support of their annual fundraising campaign, and from whom she recently adopted her American Bully, Jeremy Bearimy.

### **What will you Do?**

Reporting to the Director of Development, the Major Gifts Officer will join a team of four rigorous development professionals, including the Individual Giving Officer, Membership, Special Events Officer, and Institutional Giving Officer. This is a new position at The Broad Stage and as such, the early focus will be on prospect identification and cultivation, toward building a strong and mature portfolio. The Major Gifts Officer will be primarily responsible for building a portfolio of donors with the capacity to give \$10,000+ annually; qualifying new major gift prospects to determine their likelihood of giving; cultivating and soliciting major gifts, and stewarding major gifts' donors. Along with the rest of the department, the Major Gifts Officer shares the responsibility of reaching an ambitious departmental financial goal, comprising both annual and multi-year gift commitments.

## **Areas of Accountability**

### **Donor Research and Cultivation**

- Maintain frequent, effective correspondence, phone contact, and a high volume of personal visits (in alignment with current COVID protocols) with major donors and prospects.
- Conduct ongoing data-driven research, utilizing Patron Manager and Salesforce programs to maintain the prospective donor pool and develop cultivation strategies for major gifts and planned giving.
- Assist with scaling and preparing the organization for large-scale capital campaigns and/or multi-year campaigns.
- Attend external functions including performances, member events, and fundraising events for The Broad Stage to interact with donors, and represent The Broad Stage and/or the Development department at meetings, conferences, and other functions as necessary.
- Conduct wealth screenings to identify prospective donors.
- Establish and cultivate relationships with prospective donors.

### **Leadership and Strategy**

- Develop solicitation plans for each donor in the major gifts portfolio in collaboration with other development staff and leadership.
- Implement [moves management](#) strategies to grow the major gifts portfolio each year.

- Partner with the Director of Development to develop a planned giving program.
- Engage in strategic planning meetings with staff and board members.
- Support the Director of Development, the Chief Operations Officer, and the Artistic and Executive Director in their gift cultivation, solicitation, and stewardship.
- Assist leadership and the Director of Development in evaluating and preparing for campaign readiness.

## **Operations**

- Collaborate and work effectively with all departments to secure appropriate project information for donor engagement.
- Utilize the donor database to build solicitation plans, track progress, and record donor communications.

## **Who Are We Looking For?**

The Major Gifts Officer is an innovative expert in moves management and donor research. The ideal candidate will be a skilled interpersonal communicator with a curiosity and love of people and their passions. As a front facing representative for the organization, public speaking is a key competency for the role. The next Major Gifts Officer will have experience soliciting and securing gifts of \$10,000+ and an interest in interdisciplinary performing arts. Additional areas of expertise will include implementing policies and plans to further goals of Equity, Diversity and Inclusion.

## **Essential Skills**

- Donor Research and Cultivation
- Donor Relations
- Moves Management
- Innovation
- Background in Interdisciplinary Performing Arts
- Experience with EDI and Anti-Racism Work
- Fundraising Tactics (Data-Driven Research; Patron Manager/Salesforce)
- Interpersonal Communication
- Experience with Hard Asks for Large Gifts
- Public Speaking
- Active Listening

## **How much are we paying and what are the perks?**

Salary: \$85 - \$105K/year. Full-time, exempt. Some weekend and evening commitments and travel within Southern California are required.

Benefits Package: Matching 401K plan and health insurance. PTO for holidays, vacation, personal days and sick leave. Hybrid on-site/work from home workplace.

Living in the Los Angeles area: The Broad Stage is located in Santa Monica, CA, an incorporated beachside city on the westside of Los Angeles County. The city of Santa Monica is a full-service city including a regional transportation network, free public wifi, parks, and other recreational and cultural services. It has a diverse economy including what is known as “Silicon Beach,” local businesses at the leading edge of the nation’s creative economy and startup scene. The area is served by the Santa Monica-Malibu Unified School District and Santa Monica College. Santa Monica is also home to three respected health facilities - Providence Saint John’s Health Center, Santa Monica-UCLA Medical Center, and Kaiser Permanente. In 2016, the Metro Expo Line opened connecting Santa Monica to the rest of LA Metro’s light rail system and Downtown Los Angeles in under an hour. It is otherwise served by the 10 and 405 freeways, as well as several other street arteries.

[“Moving to LA: Where Should I Live Based on My Commute?”](#) - Zumper.com

[“The Guide to the Westside of Los Angeles”](#) - Los Angeles Tourism & Convention Board

## **How do I apply?**

Visit [alipconsulting.com/apply-for-open-positions](https://alipconsulting.com/apply-for-open-positions) to submit your application.

At The Broad Stage, we believe that the performing arts are a source of joy, nourishment, and connection, and that art flourishes when we all cooperate to create a space for it. The Broad Stage recognizes that the values of equity, diversity, inclusion, justice, and respect must be fundamental to our work, and it is the responsibility of our staff, artists, and patrons to create a welcoming environment for all. We take pride in the culture we are cultivating within our organization, as we celebrate the differences that bring us closer together.

The Broad Stage is an Equal Opportunity Employer and all qualified applicants for employment will have full and equal access to employment opportunities.