



Job Title	Annual Fund Manager		
Direct Reports	N/A		
Department	Development	Reports To	Senior Manager of Individual Giving
Work Location	Pittsburgh, PA	EEO/FLSA	Full-time/Exempt
Prepared By	Jennifer Shorstein Clark	Title/Date	Senior Manager of Individual Giving – May 2026
		Salary Range	\$55,000-\$59,000

Job Purpose The **Annual Fund Manager** is a key member of Pittsburgh Opera’s Individual Giving team, responsible for owning all aspects of the annual giving program (gifts under \$10,000) and managing multi-channel fundraising campaigns. This role drives donor engagement, renewals, reactivation, and acquisition through creative strategy, data-informed decision-making, and seamless execution across print, digital, and on-site channels. The position also exercises a high degree of ownership over the donor benefit fulfillment process and plays a vital role in community engagement, serving as staff liaison for key donor affinity groups to deepen connections between supporters and the art form.

Principal (Essential) Duties

1. Annual Fund Management

- Act as project manager for Pittsburgh Opera’s annual fund and membership programs (gifts up to \$9,999), from planning through execution and evaluation, ensuring smooth coordination between Development, Marketing, and Artistic teams.
- Develop and execute strategy for Annual Fund acquisition and stewardship communications —including digital warming, email updates, upgrade offers, impact content, and recognition.
- Craft compelling fundraising and stewardship messaging consistent with institutional voice and goals.
- Lead special fundraising initiatives such as Noteworthy monthly giving, Giving Tuesday, and mini-sponsorships.
- Develop and execute a unified calendar of direct mail, email, digital, and on-site campaigns—including year-end, Giving Tuesday, and special appeals.
- Work with the Senior Manager of Individual Giving to identify when annual fund donors are ready to move into a gift officer portfolio for upgrade.
- Collaborate with Marketing to produce annual fund materials and ensure cohesive creative across all platforms.
- Advise the Donor Relations Associate on accurate gift processing, renewals, program book acknowledgements and acknowledgments.

2. Data, Systems and Reporting

- Leverage donor data in Tessitura to support appeals, campaigns, and stewardship.
- Translate reporting insights into actionable strategies to drive giving, acquisition, retention, and campaign results.
- Work with Senior Manager of Individual Giving to budget, forecast, and goal-set for annual fund giving.
- Identify and implement data-driven workflow improvements to boost efficiency, data integrity, donor experience, and team coordination.

3. Community Engagement

- Activate the New Guard, New Guard Executive Council, and Friends of Pittsburgh Opera as staff liaison; coordinate and attend all meetings and events.
- Advise the Donor Relations Associate on Friends of Pittsburgh Opera event invitations.
- Represent Pittsburgh Opera at cultural events and engage with patrons.

<p>Secondary Duties</p> <ol style="list-style-type: none"> 1. Support development events and organizational initiatives as needed. 2. Perform other duties and special projects as assigned.

What Success Looks Like in Three Months	<ol style="list-style-type: none"> 1. Strategically assesses current systems, workflows, and data to identify opportunities and gaps — and begins translating those insights into concrete action. 2. Creates and begins executing a clear, measurable strategy to increase donor acquisition and retention for gifts under \$10,000 during the 2026–27 season, with particular attention to engaging and growing lower- and mid-level donors amidst changes to donor benefits and membership structure. 3. Builds and executes cohesive donor communications and experiences across direct mail, email, digital, events, and on-site engagement, ensuring meaningful and consistent touchpoints throughout the season.
Job Title	Annual Fund Manager
Knowledge, Skills and Abilities	<ol style="list-style-type: none"> 1. Superior organizational and time management skills, as well as written and verbal communication skills 2. Exceptional attention to detail skills and understanding of how details effect, and are a part of, donor cultivation strategies and organizational goals and processes 3. Possess a positive, donor-centric approach to interfacing with donors and event volunteers 4. Proficiency in donor/customer relationship management software, such as Tessitura (preferred) or Raiser’s Edge and Microsoft Office (Outlook, Excel, Word and PowerPoint), and ability to take the lead on Donate2 payment processing software 5. Able to prioritize changing demands and make decisions in a dynamic, fast-moving environment 6. Familiarity with and appreciation of opera/classical music; high energy and passion for Pittsburgh Opera’s mission
Experience/ Education Requirements	<ol style="list-style-type: none"> 1. Bachelor's degree in a relevant field 2. Proven experience in fundraising within the arts and culture sector 3. Demonstrated initiative and ownership with judgement to know when to act independently and when to seek input and alignment 4. Demonstrated success in soliciting and securing four-figure gifts 5. Candidates must be available to work nights and weekends

This is not an all-inclusive document. Additional duties, expectations, demands, etc. may be added or changed to this document on an as-needed basis in order to meet organizational needs. *The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*