ASHEVILLESYMPHONY

POSITION ANNOUNCEMENT

DATE: November 17, 2026

JOB TITLE: Development Manager

REPORTS TO: Director of Development

FLSA STATUS: Exempt

SALARY RANGE: $54,000 -$66,000

JOB DESCRIPTION:

The Development Manager works as part of the Asheville Symphony's Development team to secure broad philanthropic support that sustains the many Asheville Symphony programs and performances offered in Western North Carolina each season.

The Development Manager will craft engaging appeals and timely communications to solicit and engage new and current donors, conduct research into prospective donors and support the department's overall prospecting efforts, leverage existing data to optimize messaging and segmentation, strategize on new ways to record and analyze data, and in general, promote the retention of current donors, the recapture of lapsed donors, and the cultivation of new donors.

The Development Manager serves as a public face of the Asheville Symphony in the community and has regular, face-to-face interactions with donors, prospective donors, subscribers and other ticket holders, and members of the general public.

JOB DUTIES AND RESPONSIBILITIES:

Fundraising

- Participate with the Development Team in the planning and execution of a comprehensive annual fundraising plan that builds meaningful relationships with individuals and communities across Western North Carolina and generates impactful philanthropic support from individuals, businesses, and foundations/institutional funders.
- In partnership with the Director of Development, develop engaging and impactful fundraising campaigns for the many programs that are put on by the Asheville Symphony each season. These campaigns will support the Asheville Symphony's Annual Fund, the Asheville Symphony Youth Orchestra, the Asheville Symphony Chorus, and more.
- Craft relevant and engaging communications to support a comprehensive annual fundraising plan. This role will:
    - Draft copy for physical and digital communications, including mailed and emailed solicitations, stewardship communications, committee reports, sponsorship proposals, pre-concert communications, and more.
    - Collaborate with the Symphony's graphic designer to compose polished and arresting solicitations and other materials.

    - Align broad solicitation and communication activity with the department's long-term strategic goals.
    - Track and analyze success of appeals and other outreach, utilizing that data to improve segmentation and overall success of relevant campaigns.
- Cultivate, solicit, and steward a portfolio of 30-50 annual giving and major-gift prospects. The Development Manager will leverage their prospecting efforts and collaborate with the Director of Development and Assistant Director of Donor Engagement to identify portfolio prospects.
- Serve as a primary fundraiser for the Asheville Symphony Chorus, developing and implementing a fundraising plan for increasing contributed revenue for the program.
- Lead research and prospect identification efforts, and in partnership with the Assistant Director of Donor Engagement and Director of Development, develop plans to qualify, cultivate, solicit, and steward sponsorship, annual, and major gift prospects.
- Effectively utilize data analytics, identifying giving trends, to determine the optimal approach when developing, implementing, and measuring direct mail and digital appeals.
- Be familiar with industry-best data and communication practices to maximize donor outcomes.

Stewardship

- Thoughtfully develop philanthropic relationships with Asheville Symphony constituents through effective outreach to Asheville community and through robust engagement with ASO auxiliary groups.
- Collaborate with the Development Team to implement and deliver benefits tied to annual fund contributions, sponsorships, and other commitments.
- Serve as a team "thought leader" by developing strategy craft timely and impactful communications to donors, including know-before-you-goes, funder updates, and concert reminders.

Special Events

- Support the Development Team in developing, planning, and executing donor cultivation and stewardship events with an eye to the department's strategic goals and the Symphony's core mission.
- Serve as welcoming and engaging presence at all Development events, including greeting guests and introducing yourself.

Administration

- Communicate cross-departmentally to ensure donors are properly recognized, patron requests are handled in a timely manner, and, when appropriate, that the general operations of the Symphony are successful.
- Within reason, support the efforts of affiliate groups such as the Asheville Symphony Guild, Asheville Symphony Chorus, and the Asheville Symphonettes.
- Maintain accurate records in PatronManager CRM and support data hygiene across systems.
- Other duties as assigned.

QUALIFICATIONS:

- Minimum of 2 years of Development experience and background in the arts preferred.
- A Bachelor's degree or higher is required. Postgraduate and/or arts administration degree a plus.
- Experience with fundraising campaigns across multiple donor channels, including business partnerships, major donors, and annual giving.
- Knowledge of, and experience with, CRM systems (e.g.: Raiser's Edge, Tessitura, Patron Manager, etc.) with expertise in reporting and statistical analysis.
- Fluency with computer applications such as Microsoft Office, including mail merges, sorting, and reporting capabilities, as well as importing and exporting data between Excel and CRM databases such as Tessitura, Patron Manager, Raiser's Edge, etc.
- Ability to learn and apply new technical skills.
- Be able to lift up to 25 pounds and participate in physical activity required for events and to provide patron support.
- Skilled in creating powerful and compelling written and oral communications.
- Experience in managing special events, including annual fundraisers, silent & live auctions, etc. a plus.
- Friendly and professional demeanor that engenders relationships with donors and colleagues.
- Self-starter with ability to work independently and entrepreneurially, as well as build authentic relationships with donors and partners.

ORGANIZATION/ORCHESTRA DESCRIPTION:

Asheville Symphony:
The Asheville Symphony is a leader among cultural organizations in a desirable, arts-focused community. The Symphony has experienced remarkable growth in artistic excellence, educational and program offerings, and revenue in the last several years, reaching an audience of more than 50,000 annually through ticketed performances, community programming, and music education programs.

The Asheville Symphony provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, compensation, and training.

Asheville, North Carolina:
Asheville is the largest city in Western North Carolina and is the regional center for medical services, manufacturing, transportation, banking and professional services, shopping, dining and the visual

and performing arts. At 2,200 feet in elevation, Asheville is located on a plateau divided by the French Broad River, at the hub of the Great Smoky and Blue Ridge Mountains. The Asheville area is world renowned as a bustling tourist destination attracting over 11 million visitors and tourists each year who come for the natural beauty and vibrant hospitality the city offers. Asheville is a major destination for recreation activities and home to George Vanderbilt's Biltmore Estate. Every year, Asheville is listed in varied publications as one of the top 10 cities in which to live, retire, visit or dine.

Asheville's population is close to 93,000 and Buncombe County is just over 265,000. Academic institutions in the region include The University of North Carolina Asheville, Mars Hill, Appalachian State and Western North Carolina Universities, Warren Wilson, Montreat, Brevard, and Asheville Buncombe Technical Colleges.

Benefits: Paid vacation; medical, dental, life insurance, optional vision insurance, TDA, and 401k with up to a 4% company match after one year of employment

Application Deadline: n/a

Organization/orchestra web address: ashevillesymphony.org