



Mission: "To inspire, educate and connect our community through the power of shared performing arts experiences."

www.strazcenter.org

Tampa, FL

In-Person Employment

DIRECTOR OF MAJOR AND PLANNED GIVING

THE OPPORTUNITY



The David A. Straz, Jr. Center for the Performing Arts (The Straz Center) is located in Downtown Tampa, FL on a picturesque nine-acre site along The Tampa Riverwalk. The 335,000 square-foot Straz Center is one of the largest performing arts complexes in the country and, since opening in 1987, has welcomed nearly 16 million guests for a wide variety of world-class events. The Straz Center boasts one of the nation's leading Broadway series and is nationally respected for producing grand opera, as well as presenting a wide variety of concerts, performances and events.

The Straz Center seeks an entrepreneurial and effective Director of Major and Planned Giving (Director) to lead the organization's major and planned giving strategies. The successful candidate will lead identification, cultivation, solicitation, and stewardship of major and planned gifts in support of capital projects and endowment as part of The Straz Center's capital campaign. The successful candidate will lead the overall fundraising strategy for major and planned giving while executing a

robust stewardship plan, ensuring that donors are inspired by The Straz Center's mission and remain engaged in supporting the organization.

The Director will partner closely with the Chief Development Officer and senior volunteers to set policies for major and planned giving. The candidate will consider and analyze the implications of proposed gift arrangements, actions, and decisions on the organization and integrate their efforts with overall fundraising program. The ideal candidate's success will be measured by their ability to secure gift commitments, with an emphasis on making contacts, cultivation, and stewardship. On an annual basis, the Director will review the strategic plan to establish endowment and planned giving goals, action steps, and budgetary expectations for the forthcoming year. The Director will report to the Chief Development Officer.

The Straz Center for the Performing Arts has retained [Freeman Philanthropic Services, LLC](#) to assist on this critical recruitment.

THE STRAZ CENTER FOR THE PERFORMING ARTS

The David A. Straz, Jr. Center for the Performing Arts (formerly the Tampa Bay Performing Arts Center) is located in Downtown Tampa, FL on a picturesque nine-acre site along Tampa's robust Riverwalk. One of the largest performing arts complexes in the country, the 335,000 square-foot Straz Center provides an environment for a wide variety of world-class events. It boasts one of the nation's leading Broadway series and is nationally respected for producing grand opera, as well as presenting a wide variety of concerts, performances and events. In a typical season, more than 600,000 patrons attend 1,500 events at the Straz Center. Since opening its doors in July of 1987, The Straz Center has welcomed nearly 16 million guests.

The performing arts complex consists of five theaters, a performing arts conservatory, a rehearsal hall, three on-site restaurants, a coffee shop and banquet facilities. The five individual theaters at the Straz Center are Morsani Hall (2,610 seats), Ferguson Hall (1,042 seats), the Jaeb Theater (312 seats), the TECO Theater (250 seats) and the Shimberg Playhouse (130 seats). The campus also boasts the outdoor Riverwalk Stage.

With the 2004 addition of the Patel Conservatory, The Straz Center added 45,000 square feet for its extensive arts education programs. The Patel Conservatory features 20 studios, including three dance studios with sprung floors, a sound/lighting laboratory, technical theater workshop, rehearsal hall, costume shop and a state-of-the-art black box theater. Straz Center Arts Education annually serves nearly 65,000 students, both on campus and off, with more than 225,000 hours of instructional activities and classes yearly.

2024 TO 2027 STRATEGIC PLAN

The Straz Center is currently committed to a three-year strategic plan centered on the following goals:

1. Expand **performance and educational opportunities** that attract diverse new audiences, artists, students and lifelong learners.
2. Invest in our current **physical spaces** and the new Master Plan, creating even more vibrant, accessible spaces for world-class arts.
3. Continuously improve the **guest, donor and student experience** to create a seamless and compelling path to belonging at The Straz.
4. Create an industry-leading **staff and volunteer experience** that makes The Straz a national employer of choice.
5. Grow and diversify our **financial sustainability** to ensure service to our community for generations to come.

LEADERSHIP

Julie Britton, Chief Development Officer

Julie Britton joined the Straz Center in 1991 as associate director of development, responsible for grant writing and special events. In 1995, she was named Director of Annual Giving, where she oversaw annual private sector fundraising activities. Britton was named Vice President of Development in 2001 and Executive Vice President of Development in 2018. She currently serves as Chief Development Officer, overseeing board governance along with all fundraising efforts for the Straz Center and TBPAC Foundation, including major gifts and planned giving, endowment, capital projects, annual giving and government relations.

She is an active participant in the Performing Arts Center Consortium's national Development group. She holds a Bachelor of Arts degree in business and English from Wittenberg University and received her M.B.A. from The University of Tampa. She has served on the Wittenberg University National Alumni Board and has been active in Leadership Tampa, the Junior League of Tampa and numerous other community projects.

Board of Trustees

The Straz Center for the Performing Arts's Board of Directors is comprised of dedicated and engaged leaders committed to The Straz Center's mission, vision, and continued growth. The Board is a diverse group of corporate and finance professionals, and community leaders.

For a complete list of the Board of Trustees, please [click here](#).

REPORTING AND IMPORTANT RELATIONSHIPS

The Director will report to the Chief Development Officer.

KEY OPPORTUNITIES

The successful candidate will have the capacity and demonstrated track record to perform in the following areas:

- Carry a portfolio of major and planned giving prospects, focusing on identification, qualification, cultivation, solicitation, and stewardship;
- Lead face-to-face solicitation of major, planned, and blended gifts in campaign modality;
- Further build the infrastructure for The Straz Center's major and planned giving programs to ensure the organization can continue the solicitation of major gifts for capital projects and endowment after the completion of the \$100 million capital campaign;
- Lead moves management, including the identification and migration of annual giving donors to the major gifts level;
- Serve as a planned giving resource for The Straz Center, proactively and effectively collaborating with colleagues regarding relevant endowment and planned giving strategies for their respective portfolios;
- Develop and execute a comprehensive marketing plan to promote endowment and planned giving opportunities to all The Straz Center constituencies;
- Represent The Straz Center in the professional planned giving community and maintain programs to keep professionals informed about the organization's programs;

- Lead discovery work and partner with colleagues to identify and qualify new planned, major, and blended gifts prospects;
- Secure bequest intentions, planned gifts, major gifts, and blended gifts with a gift range of six to seven figures;
- Establish and implement a comprehensive stewardship plan that includes timely gift acknowledgement, annual updates to donors on the impact of their gift, recognition based on gift levels, and that ensures that gifts received are used in accordance with the donor's intent;
- Assist in refining The Straz Center's policies relating to endowment and planned gifts, including gift acceptance policies; and
- Provide regular progress reports as required to Straz Center leadership and TBPAC Foundation board.

QUALITIES AND CHARACTERISTICS

In addition to the demonstrated ability to meet and exceed the responsibilities listed in the preceding section, the successful Director will possess the following experience and attributes:

- Passion for The Straz Center's mission, goals, and programs, with a commitment to the performing arts;
- Demonstrated knowledge of planned giving vehicles (e.g., trusts, annuities, and real estate gifts), gifts of securities and other non-cash assets, charitable tax benefits, and associated legal and tax requirements;
- Proven track record of securing six and seven-figure major and planned gifts;
- Demonstrated ability to achieve fundraising goals while working with prospects in all phases of development: qualification, cultivation, solicitation, and stewardship;
- Professional style that demonstrates strong personal conduct and integrity, confidentiality, accessibility and the ability to develop, foster, and maintain positive relationships with volunteers, staff, and members of the community;
- Excellent leadership, interpersonal, communication, and organizational skills;
- Strong verbal and writing skills, high attention to detail and follow-up, and excellent organizational and project management skills;
- High energy level, initiative, and consistent follow-through;
- Motivated team player who is responsive to the needs of others in a fast-paced, goal-driven environment;
- Excellent communication skills (writing, proofreading, speaking, presentation, and listening) and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;
- Commitment to the highest standards of professionalism and best fundraising practices;
- Performing arts background or passion for the performing arts preferred; and

- Bachelor's degree required; advanced degree preferred.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience.

DIVERSITY

The David A. Straz, Jr. Center for the Performing Arts, Inc. is an equal opportunity employer committed to being an inclusive workplace and strongly believes in the importance of having a diverse group of individuals represented. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

To read more about The Straz Center's commitment to diversity, please visit [The Straz Center's website](#).

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

The Straz Center for the Performing Arts has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at StrazCenterMG@glfreeman.com.

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at The Straz Center for the Performing Arts is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.