



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 ANNUAL GIVING

ABOUT THE OPPORTUNITY



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. 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.

Straz Center seeks a driven and entrepreneurial Director of Annual Giving (Director) to lead the organization’s annual giving program. The successful candidate will lead a team of four professionals to manage a robust annual fund program, with responsibility for creating and executing strategies for donor acquisition, communications, stewardship, data systems, benefits delivery, and moves management. The Director will create strategies and tactics to acquire new individual donors while stewarding and renewing existing donors at the \$100 to \$1,500 gift range in support of Straz Center’s

varied institutional priorities. The candidate will oversee annual fund communications, data systems, stewardship and delivery of annual giving benefits.

The Director will report to the Chief Development Officer. The candidate will lead a team of four development professionals with two direct reports: Annual Fund Manager and Senior Manager of Development Systems. The successful Director will partner collaboratively with the Director of Major and Planned Giving and the Senior Manager of Individual Giving on moves management and pipeline development for individuals with the capacity to make leadership annual, major, and planned gifts.

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

STRAZ CENTER FOR THE PERFORMING ARTS



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, 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 Patel Conservatory, Straz Center added 45,000 square feet for its extensive arts education programs. 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

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 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

Straz Center for the Performing Arts's Board of Trustees 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. The candidate will lead a team of four development professionals with two direct reports: Annual Fund Manager and Senior Manager of Development Systems.

The successful Director will partner collaboratively with the Director of Major and Planned Giving and the Senior Manager of Individual Giving on moves management and pipeline development for individuals with the capacity to make leadership annual, major, and planned gifts.

RESPONSIBILITIES AND CHALLENGES

The successful Director will have the demonstrated track record to manage a comprehensive annual giving program. S/he will be responsible for the following areas:

- Lead Straz Center's annual giving program with responsibility for raising \$1.1 million annually from prospects at the \$100 to \$1,500 gift range;
- Manage a robust annual fund program, creating and implementing strategies for communications, individual donor acquisition, stewardship, data systems, benefits delivery, and moves management;
- Lead pipeline development and discovery work to target, secure, and retain prospects at the \$100 to \$1,500 gift range (Straz Center Friends) in support of Straz Center's varied institutional priorities;
- Develop and execute comprehensive strategies for renewing existing individual annual donors while upgrading gifts and increasing renewal rates, while simultaneously focusing on the acquisition of new individual annual fund donors at the Center Friends levels;
- Lead moves management, including the identification and migration of annual individual giving donors to the leadership and major gifts level;
- Oversee data systems, stewardship, delivery of annual giving benefits.

IDEAL ATTRIBUTES

Alongside the demonstrated ability to surpass the listed responsibilities, the successful candidate will possess the following attributes:

- Passion for Straz Center's mission, goals, and programs, with a commitment to the performing arts;
- Demonstrated track record of leading comprehensive annual fund programs, resulting in marked growth;
- Effective manager with the ability to motivate, mentor, and leverage a team's existing capacity to strengthen performance;
- 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;
- 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;
- 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

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 Straz Center's commitment to diversity, please visit [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 StrazCenterIG@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.