

**Boston Arts Academy Foundation**  
**Manager of Annual Giving & Engagement**

**Overview**

Boston Arts Academy Foundation is an independent 501(c)3 charitable non-profit organization with a mission of raising and providing funding for Boston's *only* public high school for the visual and performing arts. Boston Arts Academy was founded as a pilot school by Boston's ProArts colleges in 1998, and it was dependent, from the start, on a combination of Boston Public Schools and private, philanthropic funding.

Today, Boston Arts Academy Foundation raises between 30-35% of the school's annual budget, as well as funding for college access and scholarships, special programs and urgent needs, specialized equipment, and an endowment – all to ensure that Boston Arts Academy is available to generations of students to come.

In late 2017, the City of Boston and the Commonwealth of Massachusetts agreed to build a new facility for BAA at its long-time site, 174 Ipswich Street, in the Fenway neighborhood of Boston. In 2018, the Boston Arts Academy Foundation launched *Building Our Future*, a six-year, comprehensive campaign seeking to raise \$32 million to support the Boston Arts Academy school budget and to ensure its long-term financial sustainability.

Boston Arts Academy opened its brand new, state-of-the-art school building – the best of its kind in the nation – to students in September 2022. The opening of this building is harmoniously timed with BAA's 25th Anniversary – 25 years of transformative public arts education. Boston Arts Academy now has the facilities to match the talents and dreams of students and faculty, supporting a fine-tuned and highly successful education model, and serving the City's most diverse and talented students.

BAA provides conservatory-quality arts education alongside rigorous, college preparatory academics, and extensive academic and behavioral health supports. The city's first full-inclusion high school, Boston Arts Academy accepts students based on the commitment to their art demonstrated through an arts audition or art portfolio submission, rather than their academic, behavioral, or learning history. A partial demographic profile of our students includes:

- 91% of our students identify as people of color
- 64% of our students are markedly low-income
- 19% of our students have documented learning disabilities
- 35% of students enter BAA reading below grade level

Boston Arts Academy has a 92% graduation rate and for eight years, 97% of graduates have been accepted to college.

The generosity of our funders and friends allows us to deliver the very best an innovative arts and academic education can provide, nurturing the lives, talents, and ambitions of growing numbers of our city's youth.

## **Job Summary**

Boston Arts Academy Foundation is seeking a dynamic donor engagement generalist to advance the Foundation's initiatives, lay an organized base for philanthropic coordination and outreach, and grow our fundraising platforms. The **Manager of Annual Giving & Engagement** reports to the Vice President of Philanthropy with a dotted line to the Director of Events & Communications. They will work with the Revenue Generating team to help secure funding and sponsorships and promote donor engagement through fundraisers, annual giving, and alumni relations. They will work with the Operations team on stewardship and CRM organization. While their focus will be fundraising and donor engagement, the Manager of Annual Giving & Engagement also has a part in the data management, operations, and strategy of donor relations.

## **Responsibilities**

### **Annual Fund**

- Responsible for the Annual Fund giving program (gifts \$1 - \$9,999) through communications, strategies, implementation, and stewardship (focus on BAA's 25th Anniversary campaign in the school year 2022/2023).
- Develop plans with the VP of Philanthropy to increase donor acquisition, retention, and upgraded gifts based on Annual Fund best practices (including quarterly mailed appeals, regular digital communications, and more) paired with data analysis and use of communications and social media tools. Write compelling messages, execute direct mail and digital solicitations, and develop content for the Annual Fund.
- With the VP of Philanthropy, set and achieve annual fund-raising objectives by managing all daily operations for annual giving programs.
- Assist VP of Philanthropy with annual College Scholarship campaign (Class of 2023 in first year).

### **Alumni Relations**

- Partner with the Alumni Relations Manager in the cultivation and engagement of approximately 2,000 Boston Arts Academy alumni. Engage, listen, qualify, cultivate, solicit, and steward alumni to build community, philanthropy, and volunteering. Help to create print and digital engagement communications at strategic times annually, including invitations to Homecoming and outreach to the newest alumni class following Commencement.
- Attend Alumni Board and Association meetings and take minutes as liaison between Alumni Board, BAA Foundation, and BAA.

### **Portfolio**

- Personally manage a portfolio of approximately 200 donors and prospects, including: Annual Fund contributors, Boston Arts Academy Alumni, and Corporate relations.

### **Events Coordination**

- Participate in the execution of events and programs in support of fundraising.
- Assist in the coordination of a regular slate of events, including BAA Honors, Champion Reception, the Annual Meeting, cultivation events, Alumni Association activities, stewardship opportunities, and BAA school tours.

**Stewardship Management, General Giving Administration, and CRM Organization**

- Assist in fundraising, stewardship, and campaign activities in collaboration with fellow Gift Officers, and particularly as applies to the Annual Fund, Alumni Association, and Events.
- Coordinate Stewardship opportunities and content to keep donors up to date on their gifts and aware of their impact; happenings at BAA and BAAF in their areas of interest; and major changes within BAAF and BAA as a whole.
- Participate in prospect development and assignment strategies in conjunction with Gift Officers and Operations.

**Communications, Marketing, and Advertising**

- Coordinate marketing and advertising to promote annual giving campaigns through flyers, web and campaign pages, digital marketing, direct mail outreach, and other collateral.
- Assist with needs for this year's 25th Anniversary campaign, the Sponsor A Student campaign, Class of 2023 College Scholarships, and other mini-campaigns.
- Create emails and digital templates in Raisers Edge for e-communications.
- Update Donor Communications and Events calendar on a regular basis in collaboration with Director of Events.
- Assist Director of Events with social media (Facebook, Instagram, LinkedIn, Twitter) and other e-communications, in collaboration with fundraising opportunities.

**Qualifications**

- Bachelor's degree or equivalent experience required
- 3 – 5 years of nonprofit fundraising experience in Greater Boston
- High energy and resourceful, thrives in a fast-paced work environment
- Excellent interpersonal skills, engagement in teamwork, and management of multiple critical projects
- Problem solves on the spot and responds with tact, diplomacy, and poise
- Occasional evening and weekend assignments
- An interest in arts education is beneficial
- Knowledge of Raiser's Edge is preferred

*BAA Foundation is committed to workplace diversity and inclusion. We are an equal-opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law. We offer competitive salaries, excellent benefits, and a pleasant working environment.*