



# Hudson Valley Shakespeare Festival: Director of Development

## Opportunity in Brief

Hudson Valley Shakespeare Festival (HVSF) has undergone tremendous artistic and programmatic evolution in recent seasons under the leadership of Artistic Director Davis McCallum and Managing Director Kate Liberman, including the infusion of new and contemporary works for the stage, transfers of HVSF productions to peer theaters, and a major investment in community engagement and art-making initiatives. HVSF is now laying the foundation for its next phase, offering its artists and audiences in the Hudson Valley region a much-needed source of inspiration and optimism as they look to the post-COVID era together, and seeks a **Director of Development** to join them in charting this journey. As an anchor cultural organization in its local community, and with its rising profile in the Greater New York City arts landscape, HVSF is an organization that possesses an attractive mix of stability and ripe opportunities for innovation.

HVSF seeks a highly motivated, skilled, and experienced Director of Development to join the team at this exciting point in the Festival's history. They will work in close partnership with the Artistic Director, Managing Director, and an engaged and energized Board to expand strategic initiatives in support of high artistic standards, strong connection to the community, and successful engagement of loyal and growing audiences. Supported by one shared direct report (the Manager of Sales and Membership, shared with the Director of Marketing), and external resources for grant writing and capital campaign strategy, the Director of Development will be responsible for an annual contributed revenue goal of approximately \$1.7 million (based on 2019), representing 48% of the annual operating budget.

## HVSF Mission Statement

HVSF's mission is to engage the widest possible audience in a fresh conversation about what is essential in Shakespeare's plays. The company's theater lives in the here and now, at the intersection between the virtuosity of the actor, the imagination of the audience, and the inspiration of the text.

## HVSF Core Values

Excellence, Inclusion, Generosity, Boldness, Teamwork, Playfulness, Sustainability

## About HVSF and Its History

Hudson Valley Shakespeare Festival is a critically acclaimed, professional, non-profit theater company based in Garrison, NY. The Festival has established a reputation for lucid, engaging, and highly inventive productions staged under this iconic, open-air Theater Tent overlooking the Hudson River at historic Boscobel House and Gardens. In recent years, the Festival has also ventured beyond the Tent, touring its work to other venues throughout the Hudson Valley, transferring productions to other theaters, engaging its community through radically participatory art-making, and reaching over 50,000 students and educators annually through its year-round Education programs. Over the years, HVSF's exuberantly irreverent productions have gained a devoted following. Critics from The New York Times, The New Yorker, and The Wall Street Journal have applauded the clarity, energy, wit, and imagination of our productions, and the unique and playful nature of the actor-audience relationship

under the tent. Every summer, over 35,000 friends and supporters come together under this tent to enjoy vibrant productions of the greatest plays ever written in one of the most unusual and exciting performance venues in the American Theater.

HVSF was founded by Melissa Stern and Terry O'Brien in September 1987 with an outdoor production of *A Midsummer Night's Dream* at Manitoga, home of industrial designer Russell Wright, in Garrison, NY. The following year, Boscobel House and Gardens agreed to host HVSF's mainstage season on the estate's expansive grounds, and that summer's production of Shakespeare's *As You Like It* was performed under a tent overlooking the Hudson River. Under O'Brien's leadership, and with the enthusiastic support of our Board of Directors and community of patrons, HVSF grew dramatically. In 1994, we added a second show to our season. That same year, HVSF deepened its impact on the region by offering hands-on, performance-driven education programs to area schools. In 2004, we began to tour innovative Shakespeare productions to middle and high schools. In 2006, HVSF acquired a spectacular, custom-designed, open-air theater tent with seating for 540, establishing a performance venue unlike anything else in American theater. HVSF has served more than 500,000 patrons since our first season in 1987.

Terry O'Brien led the theater for 27 years, directing more than 30 productions, and stepped down as Artistic Director in December 2013. After a nationwide search for his successor, HVSF's Board appointed Davis McCallum as Artistic Director in May 2014. In 2015, HVSF's production of *A Midsummer Night's Dream* transferred to The Pearl Theatre Company in New York, where it earned rave reviews and garnered the company's first-ever Drama League Nomination. In 2016, HVSF celebrated its 30th anniversary with its largest single project to date, a citizen-driven production of Thornton Wilder's *Our Town*, followed two years later by a citizen-driven world premiere of Seth Bockley's *Rip Van Winkle; or, Cut the Old Moon Into Stars*. In 2017, the Festival produced its first ever world premieres — Kate Hamill's *Pride and Prejudice* (a co-production with Primary Stages in New York) and Lauren Gunderson's *The Book of Will*. In 2019, HVSF produced its first-ever musical, Sondheim's critically acclaimed *Into the Woods*.

A full job description for the Director of Development can be found on the following page.

## Director of Development Job Description

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Reporting to the Managing Director and Artistic Director, the Director of Development is a key member of HVSF senior staff and works in close relationship with the HVSF Board's Development Committee and Nominating Committee in a coordinated effort to raise contributed revenue of \$1.7 million annually (as of 2019). They will be responsible for articulating, planning and overseeing the implementation of a comprehensive development plan for all sources of contributed revenue, from the board, individuals, as well as institutions including foundation, corporate and government funding. They will also be responsible for overseeing an upcoming capital and endowment campaign, with the support of a campaign consultant, as articulated in HVSF's strategic plan. The Director of Development has a direct report of the Manager of Sales and Membership, (shared with the Director of Marketing) as well as oversight of a grant writing consultancy.

Responsibilities include major donor prospect identification, research, cultivation, solicitation and stewardship; design, oversight, and implementation of the annual summer gala; managing a series of 10-12 cultivation and donor related events throughout the calendar year; oversight of institutional giving and grants managed by outside contractors.

In addition, the Director of Development will:

- Create the annual development plan and implement departmental long-range goals addressing funding raised annually, benchmarks for growth, targets for giving, and other development objectives
- Manage HVSF's institutional consultant team and project manage the priorities and workflow of the institutional grants calendar, including editing of proposals and reports and providing content with collaboration from all departments
- Oversee the implementation and management of individual annual fund giving including board and the Festival Circles major gifts program (donors \$1,500+), as well as a program of comprehensive stewardship, and acknowledging all gifts of \$1,500 or more
- With the Director of Marketing, co-manage the Manager of Sales and Membership to advise and implement strategy of the Saints & Poets membership program (donors between \$100-1,499)
- Collaborate with the Managing Director and the Artistic Director on the company's first ever major campaign, with a campaign consultant, as articulated in the HVSF strategic plan
- Oversee management of the department's budget and the annual evaluation of the development department's programs including cost benefit analysis
- Manage four Development Committee meetings per year and present in-person development reports at quarterly Board meetings to show progress towards goals
- Create and maintain an active pipeline of major donor prospects and board prospects
- Review daily ticket buyers lists for on-site fundraising initiatives and maintain a presence at the HVSF theater tent greeting major donors during the summer season
- Serve as an articulate, enthusiastic, and visible spokesperson for the organization

## Qualifications and Experience

The Director of Development must:

- Demonstrate a successful track record of fundraising with approximately 5-7 years of experience in the non-profit development sector and preferably in the theater or performing arts

- Exhibit leadership ability and consensus building skills, with fundraising management and strategic planning experience. Capital campaign experience preferred, but not required.
- Possess excellent organizational, written/oral communication, and interpersonal skills
- Demonstrate experience in working with volunteers and committees, with an ability to supervise staff
- Understand and employ relational donor database and the ability to accurately analyze, interpret and take action on patron data
- Display creative and strategic thinking, with an ability to grasp the big picture
- A Master's Degree in arts administration, or similar experience, is preferred.

### **Personal Characteristics**

Our ideal Director of Development will:

- be a highly motivated self-starter, with the ability to work as part of a team
- be able to demonstrate a high level of personal integrity and a strong work ethic
- be able to manage multiple projects/deadlines and work successfully under pressure
- be flexible with a “hands on” approach with a determination to get things done
- have a good sense of humor, with the ability to bring curiosity and generosity to fundraising
- have the desire to be a key player in the dynamic theater company
- be a crucial ambassador with the ability to promote our mission with passion and commitment
- be able to foster strong relationships from the outside and within the organization

### **Terms and compensation**

This is a full-time, exempt position, which will require the ability to work nights and weekends, particularly for events and during the summer June-September festival season. A competitive salary and benefits package will be commensurate with skills and experience, with an estimated salary range of \$70,000-\$85,000. The range of benefits includes medical coverage with expense shared by employee and company; paid vacation and sick leave; and paid holidays.

### **Instructions to Apply or Nominate**

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The Director of Development search is being led on HVSF's behalf by Tom O'Connor Consulting Group, a New York-based consultancy and executive search firm specializing in the arts and culture industries. To apply, please send a cover letter, resumé, and three references as a single PDF file to [jobs@tomocgroup.com](mailto:jobs@tomocgroup.com). Nominations can also be submitted to the same address, and please include the nominee's current role and contact information. No phone calls, please.

HVSF is an equal opportunity employer dedicated to building a culturally diverse and equitable environment, and we strongly encourage applications from people of color and women. Candidates from populations underrepresented in the theater field are strongly encouraged to apply.