



CHIEF ADVANCEMENT OFFICER

ABOUT SEATTLE REP

One of the most renowned regional theaters in the country, Seattle Rep produces a mix of classics, recent Broadway hits, and cutting-edge new works in its two theater spaces. Founded in 1963 and winner of the 1990 Tony Award for Outstanding Regional Theatre, Seattle Rep is currently led by Artistic Director Braden Abraham and Managing Director Jeffrey Herrmann.

Over a season and throughout the year, Seattle Rep, in the words of its mission statement, “Collaborates with extraordinary artists to create productions and programs that reflect and elevate the diverse cultures, perspectives, and life experiences of the Pacific Northwest.” Seattle Rep’s nationally recognized programs include the [New Play Program](#), [Public Works](#), the [Next Narrative Monologue Competition](#), [Pay What You Choose](#) performances, and numerous audience enrichment and engagement opportunities, including post-play panels, discussions, and community events. Over the past six decades, Seattle Rep has presented the work of renowned artists on its stages, including Lawrence Fishburne, Lily Tomlin, Samuel L. Jackson, J.K. Simmons, Meryl Streep, Bill Irwin, Joe Mantello, Pamela Reed, Peter Brook, David Strathairn, Mary Elizabeth Mastrantonio, Alex Timbers, David Byrne, and many more.

Meanwhile, the Rep has commissioned, developed, and premiered hundreds of new plays since its founding, working with and supporting writers such as August Wilson, Lauren Yee, David Grimm, Kate Hamill, Qui Nguyen, Nilo Cruz, Cheryl L. West, Anna Ziegler, and others. The musical *Come From Away* was developed and received its co-World Premiere at Seattle Rep in 2015 prior to its opening on Broadway in 2017, where it is still running. Other recent New York productions that had their genesis at the Rep include Robert Schenkkan’s *The Great Society*, a Seattle Rep commission and 2015 co-World Premiere, which opened on Broadway in 2019; and Erika Schmidt’s all-female adaptation of *Mac Beth*, which was developed and premiered at the Rep in 2018 and opened off-Broadway in 2019. Seattle Rep recently announced [20x30: Reimagining the Anthropocene](#), which will commission 20 new plays by 2030, the largest commissioning initiative in Seattle Rep history.

Key Facts

- 272 staff
- \$16 million annual budget
- 55-member [Board of Trustees](#)
- \$6 million annual fundraising goal + Act I of the Campaign for Seattle Rep fundraising
- \$12 million endowment
- [Anti-Racism and Accountability Update](#)

Mission & Vision

MISSION

Seattle Rep collaborates with extraordinary artists to create productions and programs that reflect and elevate the diverse cultures, perspectives, and life experiences of our region.

VISION

Theater at the heart of public life

VALUES

Artistic Vitality, Sustainability, Generous and Inclusive Practices

Visit



Seattle Rep is committed to producing the highest quality programming and believes that its ability to contribute to excellence in the arts depends on building a community whose members come from diverse cultures, backgrounds, and life experiences. Seattle Rep sees itself as part of a growing movement in theater to include those who have been excluded historically, focusing particularly on racial and ethnic groups, LGBTQ+ people, people with disabilities, and women, ensuring that they are all at the decision-making table.

Seattle Rep has grown significantly under its current leadership in terms of budget size, audience and donor participation, local and national visibility, and community impact. In 2019, the Rep launched a comprehensive campaign, which it is conducting in “two acts” and which is designed to capitalize on and bolster this institutional growth and momentum. Act I of the Campaign for Seattle Rep will raise \$20.2 million to advance Seattle Rep’s vision of “Theater at the Heart of Public Life” by investing in its three core organizational values:

- **Artistic Vitality:** Positioning Seattle Rep to continue producing theater at the highest level; doubling down on its historic commitment to new work; and providing more support for artists.
- **Sustainability:** Strengthening the Rep’s long-term fiscal health and resilience by rebuilding its endowment and establishing operating reserves to mitigate unpredictability.
- **Generous and Inclusive Practices:** Ensuring the Rep’s working practices, as well as its physical home and website, are more accessible and welcoming for the entire community.

So far, \$10M has already been raised for Act I, with two years remaining to complete the final portion of the campaign. Despite the pandemic, this transformative campaign remains on track towards a successful completion. Act II of the Campaign for Seattle Rep is anticipated to focus on further facility expansion and endowment growth and will be more fully visioned, designed, and launched in the future with the participation of the Seattle Rep’s next Chief Advancement Officer.

We invite you to learn more at seattlerep.org.

THE POSITION

The Chief Advancement Officer will join Seattle Rep at a pivotal time as the Theater strives to reach its \$20.2 million goal for Act I of the Campaign for Seattle Rep and secure its place as one of the country’s most innovative and inclusive not-for-profit resident theaters. The Chief Advancement Officer reports directly to Seattle Rep’s Managing Director, works closely with the Artistic Director, and serves as an essential member of the Senior Leadership team. Peers include a General Manager, Chief Financial Officer, Chief People Officer, Director of Marketing & Communications, Director of Arts Engagement, Director of Production, and Director of Public Works. This creative and tenacious leader provides strategic vision and leadership for Seattle Rep’s premier advancement programs for operations, endowment, and the campaign, encompassing individual, corporate, foundation, and government contributors, in addition to overseeing special events, planned giving, and all other forms of



philanthropy. The Chief Advancement Officer also works closely with the Board of Trustees and its auxiliary boards; Development Strategy, Gala, and Gift Acceptance Committees; and the Campaign Cabinet and its sub-committees, which are fully committed to closing out Act I of the Campaign for Seattle Rep.

The Chief Advancement Officer works in close collaboration with the Managing and Artistic Directors, as well as with the Board and other volunteers, to create and clarify organizational vision and strategies for current and long-term funding needs. The Chief Advancement Officer also provides high-level professional advice and support to the Senior Leadership team on solutions to fund and sustain productions, arts engagement activities, and educational programs. In close partnership with the executive team, the Chief Advancement Officer is directly responsible for the Rep's most significant principal and major donors. Since Seattle and the Pacific Northwest are known for their rich mix of diverse cultures, this leader must value and enjoy cultivating relationships with a wide variety of people of different backgrounds, cultures, nationalities, and ages in a large metropolitan urban setting.

This proactive, data-driven leader with strong emotional intelligence will set a strong institutional vision for Seattle Rep's philanthropic efforts by building a best practices development department at one of the nation's top regional theaters. An accomplished closer of gifts and accelerator of high-capacity prospects, the Chief Advancement Officer leads a talented staff of 14 development professionals, fostering a diverse, positive, collaborative, and inclusive environment. The Chief Advancement Officer plans, develops, and implements ambitious yet achievable goals and performance metrics to meet and exceed annual, campaign, and multi-year funding needs. To be successful, the Chief Advancement Officer must be a strong yet open leader, an exceptional communicator, a naturally curious listener, and a critical thinker who can engage a range of diverse individuals from across the organization and community. The Chief Advancement Officer must also have the self-discipline and drive to complete the Rep's landmark campaign and longer-range projects, with an ability to also meet day-to-day demands of a bustling performing arts organization.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Advancement Officer will achieve the following major objectives:

- Develop and implement a comprehensive development plan that prioritizes the Rep's strategic funding and campaign priorities with defined targets and metrics.
- Lead, build, inspire, and support a high-performing development team that grows an increasingly larger and diverse donor base by clarifying portfolio assignments, ensuring strong moves management, and increasing donor retention and engagement.



- Establish strong, trusting relationships through capable leadership with the Managing and Artistic Directors, the Senior Leadership team, the Development team, staff, Trustees, volunteers, and the donor community.
- Collaborate with the Artistic Director as a visionary thought partner to identify and match donors and investors who are strongly interested in helping to build capacity for the Rep's innovative productions and programs.

RESPONSIBILITIES

The Chief Advancement Officer will have the following primary responsibilities:

FUNDRAISING LEADERSHIP

- In collaboration with Rep's executive team, establish a long-term fundraising vision and create a multi-year campaign strategy to meet organizational goals and ambitions.
- Create strategy and tactics to meet multi-year non-operational fundraising goals, including but not limited to Act I of the Campaign for Seattle Rep, the endowment, and other capital projects and initiatives.
- Create a vision and fundraising strategy for Seattle Rep's highly successful annual \$1M+ gala.
- Design and execute elevated cultivation and stewardship events, such as travel opportunities.
- Continue to build and grow the donor base, in particular annual fund donations and institutional giving.
- Manage a portfolio of major donors, funders, and prospects, and also support executive leaders and other staff and volunteers in managing of their own portfolios, including assisting and advising, as needed, with cultivation, solicitation, and stewardship of some of these individuals.
- Build a robust planned giving program to ensure future resources for the Theater and the endowment.
- Serve as advisor and strategic partner to members of the Development team, particularly in terms of prospecting and/or donor strategy.
- In collaboration with the Development Director, ensure staff resources, workflow, and departmental and cross-departmental processes are utilized most efficiently and effectively to meet all contributed revenue goals, operational and otherwise.
- In collaboration and partnership with executive leaders, Trustees, volunteers, and staff, build relationships with donors and prospective donors to optimize engagement and influence greater investments.
- Oversee the development and execution of a best practice development infrastructure, including programs, policies, and procedures to ensure effectiveness and accountability across the system.



- Identify and capitalize on additional traditional and non-traditional opportunities to advance the organization's mission and further its financial position, including but not limited to resource development opportunities, collaborations, and partnerships.

BOARD RELATIONS

- Partner with the Managing Director in stewarding the Board family, including the Rep's Board of Trustees and all auxiliary boards: the Advisory Council, Emeritus Board, Honorary Board, and the Seattle Rep Foundation Board.
- Collaborate with the Managing Director and members of the Board of Trustees to identify prospective Trustees who will build the diversity, skillset, audience development, and fundraising capacity of the Board.
- Lead development committees (i.e., Development Strategy, Campaign Cabinet, Gala, Gift Acceptance) and participate in other committees (Trustee-focused, Finance, etc.) as needed.
- Participate in creating, as needed, and managing activities with and communications to all auxiliary boards.
- Prepare and provide regular reports and presentations to the Board of Trustees regarding goals and revenue targets, strategies and tactics, and other aspects of the work.

MANAGEMENT

- In partnership with Development Director, design, recruit, and provide leadership to a high-performing team of motivated development professionals with an appropriate balance of skills and experiences.
- Retain and inspire the Development team by researching and regularly offering professional development and training opportunities to improve staff skills.
- Ensure that internal culture, organizational structure, human and financial resources, technology, and operational plans are aligned with institutional contributed revenue expectations.
- Develop short and long-term goals for direct reports and create and implement effective performance evaluation metrics to ensure success.

INTERNAL AND EXTERNAL ADVOCACY

- Promote and instill a culture of philanthropy across the entire organization by:
 - Promoting a value for and an understanding of the impact of philanthropy on Seattle Rep;
 - Clearly communicating funding priorities;
 - Ensuring that all staff, volunteers, and team members have what they need so they can help support the organization's fundraising goals;
 - Fostering effective collaboration across the organization.



- Utilize and engage the Rep's governing bodies and community partnerships to their fullest potential.
- Take an active role in Seattle Rep's equity, diversity, and inclusion efforts, ensuring Seattle Rep's anti-racist and inclusive practices are aligned with community needs.
- Support the institutional goals for equity, diversity, and inclusion in all aspects of the contributed revenue planning process.
- Stay abreast of industry trends and integrate best business practices into overall strategy and tactics.
- Seek out public speaking opportunities and effectively communicate the Rep's mission, vision, values, and goals with credibility, passion, and enthusiasm.
- Embrace a robust schedule of attending performances, fundraising, engagement events, and other activities that support Seattle Rep's goals and profile.
- Professionally represent Seattle Rep in the local, national, and international communities.
- Be an engaged member of the Senior Leadership team, participating in policy setting, long-range planning, and general leadership of the organization.

QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A passionate, genuine commitment to the mission, vision, and values of the Seattle Rep.
- A minimum of seven to ten years of senior-level leadership experience in managing successful comprehensive fundraising teams, with a track record of building significant annual, major, principal, and planned gifts. Experience with a major arts and cultural institution or not-for-profit theater would be an advantage.
- Significant achievement in the areas of major and principal giving, including the successful solicitation of six-figure gifts and greater.
- Demonstrated success in working collaboratively with boards and volunteers, including staffing and leading board committees.
- Proven ability to hire, manage, motivate, and retain an advancement team that strives to achieve excellence and exceed goals.
- Experience with planning and executing major multi-year campaigns.
- A confident, proactive, goal-oriented, and ethical team builder with proven success in building collaborative, long-term relationships with senior teams, staff, boards, volunteers, and donors.
- Excellent communication skills with persuasive ability, including strong written, verbal, and high-level presentation skills.
- Excellent planning, project management, problem-solving, and organizational skills.



- Experience with Microsoft Office and donor management fundraising software applications. Experience with Tessitura would be a plus.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.
- A strategic mindset, intellectual curiosity, and tenacious spirit.
- Personal warmth and a good sense of humor.

COMPENSATION AND BENEFITS

The salary range for this position is \$160,000–\$180,000 and includes a generous benefits package. Benefits include medical, dental, and vision insurance; employer-paid life, AD&D, and disability insurance; flexible spending accounts; paid time off including holidays, sick days, and personal days, and much more.

APPLICATION

Seattle Rep has retained Campbell & Company to conduct this search. The team for this project includes Emily Miller and Kole Farrise. To be considered for this opportunity, please send a letter of interest and resume to:

KOLE FARRISE

Associate Consultant, Executive Search
kole.farrise@campbellcompany.com
(206) 428-3877 direct

Seattle Rep is an Equal Opportunity Employer, including disabled and veterans.



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