



Development & Sales Manager (Part-time)

Tosco Music is seeking to hire a Development & Sales Manager to implement all aspects of the Development Plan with support from the Administrative & Communications Coordinator and develop and lead initiatives with sponsors and partners to generate revenue.

Background

Born from intimate living room jam sessions in the 1980's, Tosco Music Parties have grown into popular community concerts at Knight Theater 5 times each year. Nationally recognized acts share the stage with undiscovered artists and audience members are invited to sing along throughout the evening.

Since incorporating in 1999 as a nonprofit organization, Tosco Music has expanded its impact with a variety of outreach programs. From music parties and open mic nights, to music scholarships and ticket access programs and music events throughout the community, Tosco Music is dedicated to helping the community explore, develop and share their passion for music in all its forms.

Tosco Music has become an integral part of the Charlotte arts landscape as a primarily volunteer-based organization, and is currently strengthening its administrative infrastructure by hiring new positions to support our long term vision and strategic growth plan.

Position Overview

The Development & Sales Manager will establish this new position to drive strategic fundraising initiatives by developing and selling sponsor and partner programs to increase revenue, ticket sales and heighten awareness of Tosco Music.

The Development & Sales Manager will work closely with the Executive Director and Board of Directors on development and revenue goals.

The successful candidate will have experience identifying, cultivating and stewarding prospects into active partners. Demonstrated success with increasing sponsorships, partnerships and other programs that generate earned and contributed revenue is essential for this position. Knowledge of partnering with companies to offer employee engagement solutions, and nonprofit grant management experience are competitive advantages.

This part-time position is office based at 20-25 hours per week with occasional evening and weekend hours for music parties and donor events as needed, and some flexibility to work remotely once the role is established.

The Development & Sales Manager position has potential to grow in terms of hours, responsibility and compensation as development and organizational goals are achieved.



Responsibilities

1. Sponsor & Partner Recruitment
 - a. Identify prospects – actively research new opportunities and utilize existing research, as well as facilitate ongoing inquiry using CRM records and Board and donor relationships, to maintain dynamic list of prospective sponsors and partners
 - b. Cultivate relationships – facilitate introductory meetings and initiate sponsorship opportunities with prospects, identifying prospects’ needs and preferences
 - c. Execute requests – craft customized opportunities in coordination with Executive Director and Board Marketing & Communications Committee; actively sell opportunities to sponsor and partner prospects as the lead contact responsible for making direct “asks” and closing partnership agreements
 - d. Manage benefit fulfillment to steward all sponsor and partner relationships
 - e. Obtain sponsorship revenue according to identified benchmarks

2. Major Donor Development
 - a. Stewardship of current Living Room Society (LRS) Donor relationships
 - b. Major Donor events – coordinate VIP Lounge & LRS Appreciation Gatherings
 - c. Expand LRS – identify prospects and cultivate new major donor relationships; actively pursue and solicit prospects

3. Development Operations
 - a. Grants – identify funding opportunities and manage application processes and reporting requirements with support from Administrative & Communications Coordinator
 - b. CRM – manage use to maximize its benefit for identifying sponsor, partner and major donor prospects and inform marketing efforts
 - c. Manage development operations and Administrative & Communications Coordinator to assure accurate and timely communication with all sponsors, partners, members and donors.

4. Manage marketing efforts for increased ticket sales & memberships (in conjunction with Administrative & Communications Coordinator)
 - a. Website – create content for consistent news posts; make routine updates to event, membership and news information; coordinate with contractor for other updates as needed
 - b. Collateral promotional materials – oversee digital event promotion/ticket sales and relationships with contractors for collateral materials; coordinate with volunteers to distribute flyers and posters throughout the community
 - c. Social media – make and supervise routine posts to various platforms, coordinating with Administrative & Communications Coordinator as well as contractors and volunteers for video and photo content
 - d. Emails/Constant Contact – create and send routine email campaigns for standard event promotion



Qualifications:

- At least 3 years of professional development or sales experience that includes leadership and cultivation of sponsorships and partnerships with successful results generating revenue
- Ability to execute strategic development and/or sales plans and when necessary turn broad goals into meaningful, actionable tasks
- Working knowledge of Donor Perfect or equivalent constituent database applications
- Nonprofit grant management experience including sourcing and submitting applications is an advantage
- Knowledge of partnering with companies to offer employee engagement solutions is an advantage
- Ability to think critically, make informed recommendations for process improvements
- Strong interpersonal communication skills for stewarding audience, volunteer and donor relationships
- High energy, highly detail-oriented, proactive with the ability to manage multiple projects with competing priorities
- Excellent written and oral communication skills
- Team player who will be a collegial partner to all stakeholders including the Executive Director, Board, contractors and external stakeholders
- Social media proficiency including Facebook, Instagram, YouTube, Twitter and Spotify
- Computer proficiency including word processing, spreadsheets, database and cloud storage applications
- A love for live music and desire to enhance Charlotte's community through music.
- Driver's license and means of transportation
- Physical ability to lift 25lbs without assistance

How to apply:

Email resume and a cover letter to Jane Ballard at toscomusicparty@gmail.com.

Please make the email subject line the position title: Development Manager.

No phone calls please.