ABOUT CLASSICAL KING

Public radio is America’s most wide-reaching, inclusive, equitable, and affordable path to classical music. Nearly 11 million Americans tune in to classical music on public radio each week. Thirty percent of people in the United States reported that in the last month they have listened to at least one hour of classical music either on public radio or other media. There are documented physiological and psychological benefits to listening to classical music. Health researchers have discovered that listening to classical music lowers blood pressure and reduces stress levels in as little as 30 minutes. Seattle-based Classical KING serves as a beacon providing a place of calm, healing, and companionship to its thousands of listeners.

Classical KING serves Seattle, Bellevue, and Greater Puget Sound region as a catalyst for the vitality of the entire regional arts community. Classical KING strives each day to make classical music and the arts easily accessible while developing new diverse audiences for classical music.

The station’s seven-decade history and its unique legacy of leadership in the Seattle arts community have enabled them to achieve an exceptional level of influence. Today, Classical KING is recognized as a regional treasure and an experienced, authoritative source of high-quality classical music and arts programming. In addition, the station engages young people with classical music in school, at home, and at specially designed events. Classical KING operated as a commercial classical station until 2011 when it became a nonprofit classical public radio station. Founded in 1947 by radio pioneer and philanthropist Dorothy Stimson Bullitt, Classical KING is among the longest-running classical radio stations in the United States. Since transitioning in 2011, Classical KING has developed a stronger nonprofit operating model with richer programming and a greater focus on member, donor, and community partnerships.

Key Facts:

- 23 total staff
- $5.2M budget
- 6 development staff
- 15-member Board of Directors
- 16,000+ member and donors cover 70% of its annual budget
- 200,000+ listeners weekly
Even in this short period of time, Classical KING has been very successful at building a solid philanthropic base to support its operating budget.

With over 200,000 weekly listeners, the Classical KING audience is as varied as their musical selections. Nearly 20 percent of listeners are under 35 and thousands of them are under the age of 11. The station has 8,300 weekly listeners who identify as disabled and over 40,000 who are people of color. More than 16,000 members are supporters of Classical KING, helping to pave the way for a bright future and bring the richness of classical music to diverse audiences in the rapidly growing Puget Sound region.

PROGRAMMING AND COMMUNITY OUTREACH
Classical KING airs live and local concert broadcasts annually and supports more than 160 regional arts organizations with on-air, online, and onsite promotion, from the Seattle Symphony and Seattle Opera to the Seattle Youth Symphony Orchestra and Key to Change. The station offers broadcast performances of local concerts as well as an opportunity for local musicians to perform on its signature Friday evening program Northwest Focus LIVE. The Northwest Focus Concert Calendar offers listeners the opportunity to learn more about concerts and events to encourage them to deepen their involvement with classical music and the arts. Second Inversion is a weekly program dedicated to rethinking classical music and exploring the vast range of rich, diverse music in and related to the genre. Teachers and parents use Classical KING routinely to introduce children to the world of classical music and arts appreciation, and the station provides youth-centered programs to supplement this important work.

NEW BUILDING AND HISTORIC CAMPAIGN
As of February 2020, Classical KING is located in a new 4,000 square-foot office space on the second floor of the Seattle Opera Administration Building on the Seattle Center Campus near the Space Needle. The station’s new home at 363 Mercer Street transformed the existing shell space within the center into a dynamic suite of state-of-the-art broadcast studios, open offices, and collaboration spaces that integrates well with the neighboring Seattle Opera while creating a distinct identity for Classical KING. To enhance engagement with the Seattle Opera, Classical KING’s broadcast studios are situated adjacent to the primary open stair: a prominent window from the Master Control Room engages passersby and provides their on-air hosts welcome visibility and natural light. Live in-studio performances occur in an adjoining rehearsal studio shared with the Seattle Opera.

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<th>Key Facts:</th>
<th>Vision:</th>
<th>Values:</th>
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<td>Classical KING will actively grow, diversify, and enrich the love of classical music in our community.</td>
<td>Expand our diverse community of listeners, performers, and supporters who understand and benefit from the powerful impact of classical music and the arts in our region.</td>
<td>Classical music should be accessible to all. The arts are a critical component of every vibrant city. K-12 arts education is necessary to develop creativity, innovation, and lifelong appreciation of the arts. Fiscally-responsible planning is necessary to achieve our vision.</td>
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Before relocating to this new space, Classical KING needed to complete an ambitious capital campaign. The Campaign for Classical KING had a $6 million goal to address critical facility and sustainability needs, aiming to raise $3 million for a new home, while also raising $1 million for digital programming innovation, and $2 million to create a board-designated fund for future financial stability. The organization had not completed a capital or endowment campaign of this size prior to the Campaign for Classical KING, and its donors were accustomed to making regular annual gifts. The organization’s primary challenge was to engage donors in learning about the urgency and impact of the campaign.

Major and leadership level gifts were prioritized and the campaign enhanced long-term funding and programming needs. Despite the recent pandemic, the campaign was a complete success raising $6.8 million, providing the organization a strong foundation for continued philanthropic donor growth.

**DIVERSITY, EQUITY, AND STRATEGIC PRIORITIES TOWARD 2025**

Classical KING has already taken steps toward being a more inclusive organization, such as including pieces by women and/or performers and composers of color at least once per shift. The station has also hired the multitalented Quinton Morris, an associate professor of music at Seattle University who grew up listening to the station, as Artist-Scholar in Residence to create a monthly program featuring a range of composers of color.

Classical KING is committed to real and lasting change. To reach its short- and long-term goals, the station has a strategic framework that assumes significant annual revenue growth toward $7 million toward 2028. As part of this framework, Classical KING will hold themselves accountable over time by making diversity, equity, and inclusion a key strategic priority, developing a clear action plan with metrics to measure progress.

**CITY OF SEATTLE**

Consistently ranked as a best place to live in the United States, Seattle (population 753,675) is the largest city in the Pacific Northwest and one of the most spectacular and diverse regions in the United States. Blessed with clean air and water and surrounded by stunning mountains, lakes, rivers, and forests, it is a marvelous place to visit and to call home. Seattle has a mild climate year-round, with very little snow in the winter and comfortable temperatures in summer. Seattle is one of the nation’s fastest growing cities and enjoys a robust job and housing markets. For working families in the Seattle area, opportunities abound. Some of the world’s top companies and institutions started in Seattle and have major regional operations, including Amazon,
The Director of Philanthropy manages relationship centered fundraising efforts at Classical KING. Through their own portfolio and activities coordinating the donor pipeline, they serve in a key position driving the success of the philanthropy program.

As a relatively new nonprofit, Classical KING has significant growth potential. The Director of Philanthropy will play a leading role in developing and executing strategies and campaigns to grow revenue to achieve the organizations strategic goals. The Director of Philanthropy reports directly to the Chief Advancement Officer and manages assigned staff.

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**MAJOR OBJECTIVES**

Within the first 12 to 18 months, the Director of Philanthropy will achieve the following:

- Establish a strong relationship and partnership with the Chief Advancement Officer to set strategy for the development team and cultivate top donors and prospects.

- Develop confidence presenting organizational strategy to donors; nurture a personal portfolio that delivers meaningful growth in the number of donors giving $10,000.00

- Assess the current base of donors and prospects, understanding the strengths and opportunities of current strategies, and craft as well as execute a detailed plan to achieve the revenue growth plan for five years.

- Work closely with the Chief Advancement Officer to align team roles and responsibilities, on-boarding and supervising new colleagues, and ensure resources to support the long-range fundraising plan.
MAJOR OBJECTIVES
The ideal Director of Philanthropy will bring most of the following qualifications and skills:

- A minimum of 5 years of professional fundraising experience with a proven record exceeding goals in soliciting major gifts and/or managing a fundraising program.
- A commitment to the mission, vision, and values of Classical KING and to diversifying our programming and staff.
- Enthusiastic relationship builder who excels at listening and delivering persuasive interpersonal communications. Demonstrate the ability to establish and maintain relationships with a variety of individuals including Board, donors, and civic leaders.
- Knowledge of the fundraising cycle with experience developing, implementing, and refining tactics to grow support at all levels leveraging a collaborative team approach.
- The ability to translate strategy into actionable objectives and plans; convey a sense of purpose that motivates others; balance big-picture concerns with day-to-day issues; and remain focused on results with bias for action.
- Experience managing and coaching employees, volunteers, and senior leaders to meet fundraising objectives with data-driven, empathetic, and joyful approach.
- Resourcefulness, creativity, flexibility, and an aptitude for shifting course as circumstance change while also driving toward clarity and solutions.
- Superior communication skills, both verbal and written, the ability to adapt communication style to the audience.
- Knowledge of the best practices in planned giving, corporate sponsorship, as well as foundation and government grantmaking.
- Experience leveraging donor database management systems, particularly Raiser’s Edge, to support effective moves management with donors and prospects.
- A high level integrity, respect for others of all backgrounds, and a commitment to excellence. Embody ethical standards of professional fundraising.
- Previous experience within an arts or public media organization a plus; a personal interest in classical music essential.
- A bachelor’s degree or equivalent professional experience is required.

RESPONSIBILITIES
The Director of Philanthropy will have the following primary responsibilities:

- Strategy, implementation, and management of a personal portfolio of donors to achieve a goal of $500,000 - $1,000,000 annually. Typically, an active portfolio of 50 donors and up to 100 qualified prospects.
- Expand leadership annual gifts ($2,500 - $10,000) and major gifts ($10,000+) from individuals, corporations, foundations, and government sources through compelling solicitation strategy, deliberate prospect development, and meaningful engagement opportunities.
- Formalize the relationship management process from identification through stewardship, to ensure a high donor retention rate and efficient portfolio management; develop a comprehensive program for donor recognition and stewardship.
- Work with the Chief Advancement Officer to develop, implement, and evaluate an annual, comprehensive communications plan both in support of the annual development plan and to expand awareness and visibility for the organization’s programs and services.
- Oversees and supports frontline fundraisers in executing work within their assigned portfolios and prospective pools. Manages key donor engagement functions, effective prospect research, development operations, and special events with assigned staff.
- Help to grow legacy giving by establishing a formal marketing plan, prospect development program, and stewardship systems as part of overall donor strategy.
- Participate in donor identification, cultivation and stewardship at Classical KING events and activities in the community. Collaboratively use Raiser’s Edge to support Classical KING’s fundraising activities.
- Ensure compliance with all relevant regulations and laws, maintain accountability standards for donors, and adhere to codes of ethical principles and standards of professional conduct for fundraising executives.
- Support the stability and sustainability of the development function by contributing to a working environment that is rewarding to staff and volunteers.
- As a leader within the organization, support and advance the Classical KING’s diversity, equity, inclusion, and policies and plans as well as strategic goals.
COMPENSATION AND BENEFITS
The salary for this position is $85,000 to $95,000.00. The Director of Philanthropy will be based in Seattle at the Classical KING offices. Classical KING participates voluntarily in the Washington State Paid Family/Medical Leave program. Benefits include medical, dental, and vision insurance; employer-paid life and disability insurance; 401(k) program, paid time off including holidays, sick days, bereavement leave, and vacation; a relaxed, healthy, joyful work environment; and a flexible work-life balance.

APPLICATION
Send cover letter, resume, and professional references to hr@king.org