



DONOR ENGAGEMENT OFFICER POSITION ANNOUNCEMENT – MAY 2025

Department: Advancement
Reports to: Chief Advancement Officer
Direct reports: none

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 the Pacific Northwest as a catalyst for the vitality of the entire regional arts community. The station is the primary resource for attracting and developing new audiences for classical music with a profound reach:

- 250,000 weekly radio listeners
- Ranks in the top 5 most popular radio stations in the Seattle/Tacoma market
- 100,000 regularly stream Classical KING
- 50+ broadcasts of local concerts from performing partners each year
- 40+ live studio performances annually
- 98% locally created content

The station is an independent non-profit and entirely supported by listeners and sponsors. We are co-located with Seattle Opera at Seattle Center, the performing arts district in Seattle. With the largest reach, the most diverse audience, and the fewest barriers, Classical KING is a singular community asset.

Classical KING is seeking an enthusiastic Donor Engagement Officer to support the fundraising goals of the station. The Donor Engagement Officer manages a portfolio of assigned donors and prospects, serving as a key position in driving relationship centered fundraising efforts at Classical KING. Their work focuses on the identification, qualification, cultivation, solicitation, and stewardship to advance midlevel donors (\$500-2,499) towards leadership annual and major gifts (\$2,500+). They are able to take direction, have exceptional attention to detail, are a self-motivated team player, can apply systems thinking to relationship driven work, and serve as a persuasive ambassador for Classical KING.

As a relatively new nonprofit, we are honored that more than 16,500 members are already supporters of Classical KING, helping to pave the way for a bright future for the station. We know based on benchmarking and listener research that we have the potential to significantly grow our support from individuals. The Donor Engagement Officer will be an essential part of the station's growth and serve as a voice for the station with its community of supporters.

MAJOR OBJECTIVES

The Donor Engagement Officer is a frontline fundraiser whose time will focus on carrying a portfolio of midlevel donors and prospects. Within the first 12-18 months, the Donor Engagement Officer will achieve the following:

- Establish a strong relationship and partnership with the Philanthropy team to set strategy for the donor pipeline and manage the midlevel donor program.
- Develop confidence presenting organizational strategy and executing a high volume of outreach to donors; nurture a portfolio that delivers growth in revenue from donors giving \$500-2,499.
- Assess assigned donors, understand the strengths and opportunities of current strategies, and craft as well as execute plans to achieve the revenue growth plan for the next five years.

KPIs

The Donor Engagement Officer will be evaluated on:

- Total philanthropic revenue from assigned donors and prospects.
- Ratio of upgrades and retention within portfolio.
- Planned gift commitments and related cultivation activity.
- Timely and comprehensive cultivation, solicitation, and stewardship activity effectively drives a relationship with each donor.

RESPONSIBILITIES

The Donor Engagement Officer will have the following primary responsibilities:

- Develop, implement, and manage Classical KING's mid-level donor program (individuals in the \$500-\$2,499 giving range). Ensure efficient but personalized outreach through timely and comprehensive cultivation, solicitation, and stewardship activities.
- Create and nurture portfolio management systems that advance giving relationships and effectuate seamless transitions to unlock major gifts and legacy commitments.
- Partner with the Philanthropy team to refine the relationship management process from identification through stewardship, to ensure a high donor retention rate and efficient portfolio management; execute a comprehensive program for donor recognition and stewardship.
- Actively pursue and apply knowledge of emerging concepts and practices in the mid-level space, especially including AI to personalize at scale.
- Participate in donor identification, cultivation and stewardship at Classical KING events and activities in the community.
- Participate in creating fundraising collateral and executing donor events.
- Proactively use Raiser's Edge to support Classical KING's fundraising activities.

- Support and advance the Classical KING's diversity, equity, inclusion, and access policies and plans as well as strategic goals.

QUALIFICATIONS

The ideal Donor Engagement Officer will bring most of the following qualifications and skill sets:

- A minimum of 3 years of professional fundraising experience with proven record managing a high volume of personal communications with donors.
- 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. Demonstrated ability to establish and maintain relationships with a variety of individuals, particularly through phone, email, and mailed channels.
- 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; and remain focused on results with a bias for action.
- Resourcefulness, creativity, flexibility, and an aptitude for shifting course as circumstances 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 best practices in major gifts, portfolio management, planned giving, and donor communications.
- Experience leveraging donor database management systems, particularly Raiser's Edge and AI tools, to support effective moves management with donors and prospects.
- A high level of integrity, respect for others of all backgrounds, and a commitment to excellence. Exemplify 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.

COMPENSATION AND BENEFITS

The salary for this position is \$80,000 - \$90,000. The Donor Engagement Officer will be based in Seattle at the Classical KING offices. A hybrid work schedule can be arranged in coordination with the needs of the department. Benefits include medical, dental, and vision insurance; employer-paid life and disability insurance; 401(k) program with employer matching and safe harbor contributions, paid time off including holidays, sick days, and vacation.

APPLICATION

To be considered for this opportunity, please send a letter of interest, resume, and three references to hr@king.org.

MISSION, VISION, AND VALUES

Our Mission

Classical KING will actively grow, diversify, and enrich the love of classical music in our community.

Our Vision

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.

Our Values

- 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.

Classical KING is working actively to diversify its programming, staff, and board. Our commitment is real, and we understand it will take a sustained effort over time. We welcome all candidates with commitment to these goals. Our statement describing our commitment to diversity, access, equity, and inclusion can be found here:

<https://www.king.org/about/>