



**DIRECTOR OF DEVELOPMENT**

**[THE NEW YORK POPS](#)**

**NEW YORK, NEW YORK**



A DIFFERENT KIND OF ORCHESTRA

Aspen Leadership Group is proud to partner with The New York Pops in the search for a Director of Development.

The Director of Development will develop, manage, implement, and evaluate a comprehensive fundraising strategy that serves the financial needs and furthers the mission of of The New York Pops. The Director of Development will oversee a program that deepens engagement, cultivates new prospects, strengthens ties to the community, and demonstrates the highest standards of professionalism.

The New York Pops was founded by Ruth and Skitch Henderson in 1983 with a mission to create greater public awareness and appreciation of America’s rich musical heritage through the presentation of concerts and education programs of the highest quality.

Comprised of 78 musicians, The New York Pops is the largest independent pops orchestra in the United States, now celebrating its 41<sup>st</sup> season as the only professional symphonic orchestra in New York City specializing in popular music. Led by Music Director and Conductor Steven Reineke, the orchestra performs an annual subscription series at Carnegie Hall, and is among the venue’s most presented ensembles. The New York Pops’ annual Birthday Gala is celebrated each spring, raising funds for the orchestra and its education programs. The orchestra performs annually in Queens, New York at Forest Hills Stadium, a 14,000-seat historic concert venue.

The New York Pops celebrates the diversity of popular music’s evolving songbook. Every concert is a unique experience, with influences that range from Broadway melodies to film scores, jazz, rock, pop, and more. The orchestra collaborates with stars from the stage and screen including Sara Bareilles, Kristen Bell, Montego Glover, James Monroe Iglehart, Capathia Jenkins, Carly Rae Jepsen, Angela Lansbury, Queen Latifah, Cyndi Lauper, Norm Lewis, Barry Manilow, Kelli O’Hara, Adrienne Warren, Dionne Warwick, Miss Piggy, and others.

Through its PopsEd music education programs, The New York Pops fulfills its dedication to lifelong learning and collaborates with public schools, community organizations, and senior centers throughout the five boroughs of New York City. PopsEd allows thousands of New Yorkers of all ages and backgrounds to participate in fully customizable residency programs that blend traditional education with pure fun. These programs make music open to all and use tools like composition, lyric writing, performance, and mentorship to foster learning and unbridled creativity. In doing so, PopsEd excites students and gives them skills they can apply to all areas of their lives.

The New York Pops is committed to serving all members of the community. Through its *Kids in the Balcony* and *Kids in the Stadium* programs, thousands of children and their parents have had an opportunity to see The New York Pops at Carnegie Hall and Forest Hills Stadium free of charge. The New York Pops also has adapted its PopsEd programs to provide remote learning opportunities for students. Virtual programs have included residencies in virtual classrooms, free access to virtual concerts through *Kids in the Virtual Balcony*, and *Kids on the Virtual Stage*, a free comprehensive program that introduces middle school students to the professional virtual performance process.

### **REPORTING RELATIONSHIPS**

The Director of Development will report to the President and Executive Director, Anne M. Swanson. The Director will supervise the Assistant Director of Development and the Gala Coordinator, and work collaboratively with staff across the organization.

### **FROM THE PRESIDENT AND EXECUTIVE DIRECTOR**

*The New York Pops is uniquely positioned for another era of growth in cultural service to New York City. We are looking for a partner with ample experience cultivating and stewarding constituents to be actively engaged, highly valued members of a community that deeply values the power of live music and music education to unite us. Our culture is driven by the recognition that everyone wants to be a part of something joyful and greater than ourselves. We thrive in a cohesive working environment where we rely on each other to create performances and education programs with great integrity. Coming on the heels of our highest grossing gala in April 2024 the business is stronger than ever. We enjoy sold-out Carnegie Hall concerts, celebrate a new five-year contract with our Music Director and Conductor Steven Reineke, and a new five-year Collective Bargaining Agreement with the American Federation of Musicians. An excellent Board of Directors and stellar staff will join me in welcoming to the family a fundraising leader that wants to help shape the next decade of this vital New York City institution.*

—Anne M. Swanson, President and Executive Director

### **THE NEW YORK POPS' COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

The New York Pops is dedicated to promoting music to all through collaborations with public and private education and community organizations throughout New York City. It is committed to serving all members of the community and advancing diversity, equity, and inclusion as part of its mission.

### **PRIMARY RESPONSIBILITIES**

The Director of Development will

- lead the creation and implementation of a comprehensive multi-year fundraising strategy that includes raising funds from individuals, corporations, foundations, and government agencies;
- identify, cultivate, solicit, and steward individual and institutional donors, foundations, corporations, and government agencies;
- deepen engagement of current donors through exceptional stewardship activities;

- engage with and support the President and Executive Director, Music Director and Conductor, and Board members in their fundraising activities;
- prepare quarterly development activity reports for review by the President and Executive Director and Board Chair;
- work with the Assistant Director to assure the veracity of the donor database (Salesforce/PatronManager), the reconciliation of donations in collaboration with the comptroller, and the accuracy of all donor lists as they appear in print or on the website;
- collaborate with the Assistant Director on in-kind and corporate sponsorship strategies and benefit fulfillment;
- set the strategy for increased support for all levels of annual fund revenue including the development and implementation of successful cultivation and solicitation strategies;
- work with the Communications Manager to create sophisticated, compelling print and electronic cultivation appeals for all factions of constituents;
- in partnership with the music education staff, identify new sources of revenue, develop compelling cases for support, draft proposals, and prepare and submit applications with necessary support materials for music education support;
- build strong relationships with program officers at music education funding sources;
- partner with the Board of Directors, Special Event (Cabaret and Gala) Leadership, and President and Executive Director to identify and secure Birthday Gala honorees;
- steward the Gala Leadership and Board solicitation process;
- oversee Gala draft appeals and acknowledgment letters;
- collaborate with the Gala Coordinator on Gala timelines; show flow; the solicitation and coordination of live and online auctions; vendors; and all advance and day-of Gala activities; and
- strategize and coordinate efforts for special event fundraisers.

## **LEADERSHIP**

### **Anne M. Swanson**

#### **President and Executive Director**

Anne Swanson has served as Executive Director of The New York Pops since November 2011. Her vision has led to pivotal accomplishments including the hiring of Steven Reineke as The New York Pops Music Director and Conductor; the establishment of the orchestra's summer home at Forest Hills Stadium; substantially strengthening and expanding PopsEd programs and partnerships; and building the Board of Directors to represent stakeholders from diverse professions, genders, ages, cultures, and socio-economic levels. Her thoughtful business acumen has ushered in tremendous growth. There have been multiple sold-out seasons, substantial revenue increases, diligent expense management, balanced annual budgets, and four successful collective bargaining negotiations with AFM Local 802 musician's union.

Having joined the orchestra in September of 2001 as Assistant to founding Music Director Skitch Henderson, Swanson uniquely understands the soul and spirit of The New York Pops and uses the founders' ethos to create the momentum for its strong and bright future. Her love of the orchestra, music education, and New York City is inspiring to those around her.

## **Steven Reineke**

### **Music Director and Conductor**

Steven Reineke has established himself as one of North America's leading conductors of popular music. In 2019, Reineke celebrated his tenth anniversary as Music Director of The New York Pops at Carnegie Hall. Additionally, he is Principal Pops Conductor of the National Symphony Orchestra at the John F. Kennedy Center for the Performing Arts and Principal Pops Conductor of the Houston and Toronto Symphony Orchestras.

Reineke is a frequent guest conductor with The Philadelphia Orchestra and his extensive North American conducting appearances include Atlanta, Cincinnati, Edmonton, San Francisco, and Sarasota.

On stage, Reineke has created programs and collaborated with a range of leading artists from the worlds of hip hop, R&B, Broadway, television, and rock including Maxwell, Common, Kendrick Lamar, Nas, Cynthia Erivo, Sutton Foster, Megan Hilty, Cheyenne Jackson, Wayne Brady, Peter Frampton, and Ben Folds, amongst others. In 2017 he was featured on National Public Radio's *All Things Considered* leading the National Symphony Orchestra—in a first for the show's 45-year history—performing live music excerpts in between news segments. In 2018 Reineke led the National Symphony Orchestra with hip hop legend Nas performing his seminal album "Illmatic" on PBS's *Great Performances*.

As the creator of more than one hundred orchestral arrangements for the Cincinnati Pops Orchestra, Reineke's work has been performed worldwide and can be heard on numerous Cincinnati Pops Orchestra recordings on the Telarc label. His symphonic works Celebration Fanfare, Legend of Sleepy Hollow, and Casey at the Bat are performed frequently in North America, including performances by the New York Philharmonic and Los Angeles Philharmonic. His Sun Valley Festival Fanfare was used to commemorate the Sun Valley Summer Symphony's pavilion, and his Festival Te Deum and Swan's Island Sojourn were debuted by the Cincinnati Symphony and Cincinnati Pops Orchestras. His numerous wind ensemble compositions are published by the C.L. Barnhouse Company and are performed by concert bands worldwide.

A native of Ohio, Reineke is a graduate of Miami University of Ohio (2020 Alumnus Distinguished Achievement Medal), where he earned Bachelor of Music degrees with honors in both trumpet performance and music composition.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

The New York Pops seeks a Director of Development with

- a commitment to the mission of The New York Pops—to create greater public awareness and appreciation of America's rich musical heritage through the presentation of concerts and education programs of the highest quality;
- an ability to develop, implement, oversee, and evaluate a data-driven comprehensive development program;
- experience identifying, cultivating, soliciting, and stewarding individual, corporate, and foundation donors;
- experience across fundraising revenue streams including annual and major individual giving, institutional, corporate and foundation, government entities, campaigns, and events;
- deep knowledge of current and emerging fundraising trends, terminology, and procedures;
- experience developing fundraising budgets, monitoring expenses, and ensuring financial controls;
- an understanding of direct mail process and theory;

- an ability to incorporate social media channels as part of an overall engagement and fundraising strategy;
- excellent organizational and time management skills and impeccable attention to detail;
- an ability to anticipate and identify positive solutions;
- exceptional oral and written communication and presentations skills across platforms and an ability to inspire and engage a wide variety of constituents;
- strong research and donor prospecting skills;
- an ability to excel in a small team, collaborative environment;
- a commitment to the highest Code of Ethical Standards of the Association of Fundraising Professionals; and
- familiarity with Salesforce/PatronManager and proficiency in all aspects of technology.

A bachelor's degree or an equivalent combination of education and experience and at least ten years of successful fundraising experience in the nonprofit arts sector is preferred for this position. Familiarity with the New York City philanthropic community is highly desired for this role. The New York Pops will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the NY Pops, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

#### **SALARY AND BENEFITS**

The salary range for this position is \$150,000 to \$160,000 annually. The New York Pops offers a comprehensive package of benefits including health plans with Oxford United including dental and vision; TIAA 403B; 20 annual vacation days; 14 annual holidays; and "Summer Fridays."

#### **LOCATION**

This position is in New York City.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The New York Pops as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Development, The New York Pops](#).

To nominate a candidate, please contact Patrick Key, [patrickkey@aspenleadershipgroup.com](mailto:patrickkey@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*