

# ASPEN • LEADERSHIP • GROUP

DIRECTOR OF MAJOR GIFTS  
PITTSBURGH SYMPHONY ORCHESTRA  
Pittsburgh, Pennsylvania  
<http://pittsburghsymphony.org>



The Aspen Leadership Group is proud to partner with the Pittsburgh Symphony Orchestra in the search for a Director of Major Gifts.

The Director of Major Gifts will play a key leadership role on the Orchestra's Development team. Over the next five years, the Pittsburgh Symphony Orchestra (PSO) will be dramatically growing its fundraising efforts, led by individual giving. The Director of Major Gifts will be a highly motivated individual with a strong development background that includes demonstrated experience in securing major gifts and a track record of successful management. This position will manage a significant portfolio of current donors and prospective donors who have the capacity to make leadership annual-fund and major gifts to the PSO and will lead the PSO's major and planned giving team.

The Pittsburgh Symphony Orchestra, known for its artistic excellence for more than 120 years, is credited with a rich history of the world's finest conductors and musicians and a strong commitment to the Pittsburgh region and its citizens. Past music directors have included Fritz Reiner (1938-1948), William Steinberg (1952-1976), André Previn (1976-1984), Lorin Maazel (1984-1996), and Mariss Jansons (1995-2004). This tradition of outstanding international music directors was furthered in fall 2008, when Austrian conductor Manfred Honeck became music director of the Pittsburgh Symphony Orchestra.

The Orchestra has been at the forefront of championing new American works, and gave the first performance of Leonard Bernstein's Symphony No. 1 "*Jeremiah*" in 1944 and John Adams' *Short Ride in a Fast Machine* in 1986. The Pittsburgh Symphony Orchestra has a long and illustrious history in the areas of recordings and radio concerts. Its "Pittsburgh Live!" series with Reference Recordings has resulted in back-to-back Grammy Award nominations in 2015 and 2016. As early as 1936, the Pittsburgh Symphony Orchestra broadcast on the airwaves coast-to-coast, and in the late 1970s it made the ground breaking PBS series "Previn and the Pittsburgh."

The Orchestra has received increased national attention since 1982 through network radio broadcasts on Public Radio International, produced by Classical WQED-FM 89.3, made possible by the musicians of the Pittsburgh Symphony Orchestra. With a long and distinguished history of touring both domestically and overseas since 1900—including international tours to Europe, the Far East and South America—the Pittsburgh Symphony continues to be critically acclaimed as one of the world's greatest orchestras.

## **REPORTING RELATIONSHIPS**

The Director of Major Gifts will report to the Senior Vice President & Chief Development Officer.

## **PRINCIPAL OPPORTUNITIES**

The next five years will be a defining time for the future of the Pittsburgh Symphony Orchestra. Regarded as one of the world's best orchestras, the PSO anchors Pittsburgh's cultural district. The Orchestra performs nearly 130 concerts per year in its home Heinz Hall for the Performing Arts as well as more than 30 concerts in the community, in parks and internationally as the PSO tours frequently. The Orchestra is also deeply committed to enriching the community through a variety of education and community engagement programs which are largely offered free-of-charge. But, like many other orchestras, the PSO has also faced some financial challenges, largely related to its pension obligations.

Earlier this fall, recognizing that the PSO was facing an imminent financial crisis, the Board mandated significant changes to the expense side of the budget. This included asking the Orchestra to be a partner in the solution in the most recent contract negotiations that unfortunately resulted in a 55-day strike. The day before Thanksgiving 2016, the PSO and the Musicians of the Pittsburgh Symphony reached a new five-year agreement that includes significant salary concessions and a full freeze of the defined benefit plan by year four of the contract.

With internal expenses reduced as much as possible without compromising the integrity of the organization, its mission, and its artistic quality, the PSO is now turning to the community to maximize the concessions made by the musicians and help bring the organization to sustainability. Over the next five years, the PSO intends to raise \$75 million which will (1) aggressively grow the Annual Fund (32% growth over five years); (2) create a working capital fund to address the pension obligation; and (3) fund innovative and important artistic initiatives in line with the PSO's new Strategic Plan and important to Music Director Manfred Honeck.

The Director of Major Gifts position is critical to the success of this fundraising effort. A new position for the PSO, the Director of Major Gifts will serve on the senior leadership team of the Development Department and will lead a team of gift officers charged with growing individual giving, which has seen substantial growth over the past five years. The PSO has a significant prospect pool of donors, many of whom are giving well under their capacity as well as subscriber and single ticket buyers with capacity who are not giving at all. This position will be charged with providing structure and process to the Major Gifts program as well as have its own portfolio of significant prospects focusing on securing Annual Gifts of \$10,000 or more. The Director of Major Gifts will also work closely with the Chief Development Officer to build and engage a volunteer leadership team for the fundraising effort. This position is a fantastic opportunity for a candidate to help shape the future of one of the world's best orchestras.

## **PRIMARY RESPONSIBILITIES**

The Director of Major Gifts will

- be responsible for the overall management and growth of the PSO's major and planned gifts program which currently brings in more than \$2 million annually and is slated to grow dramatically over the next five-years as the PSO enters a new recapitalization campaign;
- be responsible for identifying and managing a personal portfolio of approximately 300 major gift prospective donors with a focus on those who can give \$10,000+ on an annual basis;

- manage the PSO's Major Gifts team which includes two gift officers (with one focused primarily on planned gifts) as well as a research and stewardship coordinator;
- be responsible for 5-7 meaningful contacts per week—300 contacts per year;
- work with other members of the PSO's development team to create strategies around key prospective donors;
- work with the PSO's Board of Trustees, other volunteer leadership, and PSO musicians to engage donors and prospective donors;
- work closely with the Senior Vice President & Chief Development Officer to determine annual goals, metrics, messaging, timelines, and portfolio assignments for the Major Gifts team; and
- create a strong prospect management program with activity expectations for the major gifts team, establishing and following best practices for reporting cultivation and solicitation activity via Tessitura.

### ARTISTIC LEADERSHIP



**Manfred Honeck**  
**Music Director**

Renowned for his distinctive interpretations, Manfred Honeck has served as music director of the Pittsburgh Symphony Orchestra since the 2008-2009 season. He and the orchestra are consistently recognized for their performances and are celebrated both in Pittsburgh and abroad. To great acclaim, they regularly perform in major music capitals and festivals, among them the BBC Proms, Musikfest Berlin, Lucerne Festival, Rheingau Musik Festival, Beethovenfest Bonn, Grafenegg Festival, Carnegie Hall, and Lincoln Center. Honeck and the Pittsburgh Symphony also have built a close relationship with the Musikverein in Vienna. Following a week-long residency in

2012, they returned for three performances during an extensive tour of Europe in spring 2016.

Their next tour, in summer 2017, will again lead them to Europe's most prestigious music festivals. Honeck's successful work with the Pittsburgh Symphony Orchestra has been extensively documented on recordings with the Reference Recording and Exton labels. All SACDs released by Reference Recordings, among them Strauss tone poems, Dvořák's Symphony No. 8, Bruckner's Symphony No. 4, Beethoven Symphonies No. 5 and 7 and, most recently, Tchaikovsky's Symphony No. 6, have received numerous rave reviews and honors. The recording of Dvořák's Symphony No. 8 and the Symphonic Suite from Janáček's opera *Jenůfa*, conceptualized by Honeck, was nominated for a Grammy Award, as was Bruckner's Symphony No. 4. Several recordings, including Mahler's Symphony No. 4, which won a 2012 International Classical Music Award, are also available on the Japanese label Exton.

Born in Austria, Honeck received his musical training at the Academy of Music in Vienna. Many years of experience as a member of the Vienna Philharmonic and the Vienna State Opera Orchestra have given his conducting a distinctive stamp. Other early posts include Leipzig and Oslo, where he assumed the post of music director at the Norwegian National Opera on short notice for a year and was engaged as principal guest conductor of the Oslo Philharmonic Orchestra. From 2000 to 2006, he was music director of the Swedish Radio Symphony Orchestra in Stockholm and, from 2008 to 2011 and again from 2013 to 2016, principal guest conductor of the Czech Philharmonic Orchestra. From 2007 to 2011, Honeck was music director of the Staatsoper Stuttgart. His operatic guest appearances include Semperoper Dresden, Komische Oper Berlin, Théâtre de la Monnaie in Brussels, Royal Opera of Copenhagen, the White Nights Festival in St. Petersburg, and the Salzburg Festival. Moreover, he has been artistic director of the

International Concerts Wolfegg in Germany for more than 20 years. As a guest conductor, Honeck has worked with the world's leading orchestras.

Honeck has received honorary doctorates from Carnegie Mellon University, St. Vincent College, and the Catholic University of America. Most recently, he was awarded the title of honorary professor by the Austrian Federal President.

## KEY COLLEAGUES



**Jodi Weisfield**

**Senior Vice President & Chief Development Officer**

Jodi Weisfield serves as the Senior Vice President and Chief Development Officer for the Pittsburgh Symphony Orchestra and leads PSO's fundraising efforts raising \$10M-\$12M annually. Prior to being CDO, Jodi served as the PSO's Major Campaign Director where she led the PSO's largest capital campaign raising \$88M. Weisfield began her tenure with the PSO in 2001 in corporate giving. She has also worked for the Jewish Federation of Cincinnati and the LA Philharmonic.

A life-long pianist, Weisfield has her Bachelor's degree in Piano Performance from Indiana University, Bloomington and her MBA from the Katz Graduate School of Business at Pitt. Weisfield serves on the boards of the Three Rivers Young Peoples Orchestra and the Association of Fundraising Professionals, and she is a Leadership Pittsburgh graduate. Weisfield resides in Squirrel Hill with her husband and their three children.



**Melia P. Tourangeau**

**President & Chief Executive Officer**

Melia P. Tourangeau was appointed President and Chief Executive Officer in May 2015 and began her tenure in July 2015. Tourangeau came to the Pittsburgh Symphony from the Utah Symphony/Utah Opera, the only combined 52-week orchestra and opera organization in the United States. She served as President and CEO of the organization since April 2008. Prior to joining the USUO, Tourangeau was President of Grand Rapids Symphony since April 2005. She joined that organization in 1997 as Education Director and was promoted to Director of Operations, then Vice President and General Manager. She is a member of the Young Presidents Organization (YPO),

the International Women's Forum, and the League of American Orchestras. She and her husband, Michael, and their two children, Olivia and Zach, live in the northern suburbs of Pittsburgh.

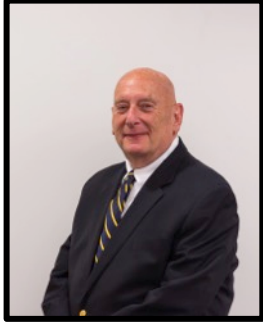


**Brian Skwirut**

**Director of Development**

Brian Skwirut, Director of Development, has over twenty years of non-profit management experience, including twelve years with the Pittsburgh Symphony Orchestra. He leads the teams responsible for foundation and government support as well as broad-based individual giving at the PSO. In total, these teams are responsible for over \$5 million annually with additional fundraising obligations for capital improvements and special projects. Skwirut is also responsible for developing

the PSO's case for support each year as well as overseeing how this message resonates with all funding constituents. A native of New Jersey, Skwirut previously worked in the marketing and communications department of the New Jersey Symphony for seven years.



### **Elliott Oshry**

#### **Fundraising Consultant & Trustee, Pittsburgh Symphony Orchestra**

Elliott S. Oshry has over 40 years of experience in developing philanthropic support for non-profit organizations and in managing major capital and endowment campaigns. He joined Ketchum, Inc. (now Pursuant) in 1974, following a career in corporate PR and newspaper publishing, and served as Ketchum's EVP for over 10 years. Oshry began his development career providing collateral support for capital campaigns, as his interests and experience led him into campaign direction and counsel. Today he manages his own private consulting practice and has guided more than 40 capital and endowment campaigns in the Pittsburgh region.

Oshry serves on the Board of Directors of the Pittsburgh Symphony Orchestra, Jewish Association on Aging, and Jewish Healthcare Foundation, The Fred Rogers Company, and as a volunteer for many others. Oshry is a graduate of Duquesne University.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Director of Major Gifts will have

- outstanding written and oral communication skills, strong organizational skills, impeccable attention to detail, and technological savvy;
- strong social and interpersonal skills, a high energy level, unquestioned integrity and discretion, a passion for the mission, and a good sense of humor;
- extensive experience serving as a member of a senior team;
- experience building, leading, and inspiring teams;
- a track record of securing Major Gifts;
- the ability to actively engage the community that the Pittsburgh Symphony Orchestra serves—to build philanthropic and community support, ensuring the orchestra's role as a cornerstone of the area's creative landscape;
- passion for and commitment to the performing arts, including orchestral music, and a determination to have an impact on the lives of individuals and society through the arts;
- working knowledge of Microsoft Office products; and
- knowledge of Tessitura (preferred).

A Bachelor's degree in a related field is required for this position; a Master's degree is preferred. The successful candidate will have a minimum of 7-10 years of development experience.

### **SALARY AND BENEFITS**

The Pittsburgh Symphony Orchestra offers a competitive benefits and compensation package.

### **LOCATION**

The vibrant city of Pittsburgh, Pennsylvania is consistently ranked among the most livable cities in the U.S. Pittsburgh continues to place high on many "best of" lists, including "The Top 10 Cities You Should Consider Moving to in 2016" by the *Huffington Post*. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh was recognized as the 5th best city for an active lifestyle by *WalletHub*. And *Zagat* named the city the No. 1 food city in America this year. Pittsburgh has the

environment, the rich cultural and culinary landscape, the vigorous sports scene, and the affordability to make living in the area enticing.

### **DIVERSITY AND INCLUSION**

Through leadership recruitment, professional development, and programming, Pittsburgh Symphony Orchestra's Diversity Plan promotes diversity in orchestra settings to better reflect the diverse communities and audiences that orchestras serve.

### **APPLICATION DEADLINE**

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, contact Ron Schiller: [ronschiller@aspenleadershipgroup.com](mailto:ronschiller@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*

## **ASPEN • LEADERSHIP • GROUP**

ASPEN LEADERSHIP GROUP FOCUSES EXCLUSIVELY ON SEARCH AND TALENT MANAGEMENT IN THE FIELD OF PHILANTHROPY. RECOGNIZED LEADERS IN THE FIELD RECRUIT AND PROVIDE COUNSEL TO OTHER LEADERS AND EMERGING LEADERS, BUILDING ENDURING, PRODUCTIVE RELATIONSHIPS AND SUPPORTING EXCEPTIONAL CAREERS.

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