



Marketing & Development Coordinator

The Organization:

The Musical Stage Company is the largest and leading charitable musical theatre company in Canada. Established in 2004 as Acting Up Stage Company, we strive to make Canada a leader in musical theatre.

We believe “**it’s better with music**” and apply this philosophy to all of our programming on- and off-stage including our contemporary professional musical productions and concerts, our investment in Canadian writers and the development of original musicals, and through our diverse free youth programs that meaningfully connect young people to our chosen art-form.

Since 2004, we’ve been rewarded with rave reviews, sold-out performances, 82 Dora Award nominations, 18 Dora Awards and 16 Toronto Theatre Critics’ Awards. Our productions are timely, thought-provoking and entertaining, challenging expectations of the genre. Past productions include *Fun Home*, *Life After*, *Grey Gardens*, *The Wild Party*, *Do You Want What I Have Got? A Craigslist Cantata*, *Caroline or Change*, *Ride The Cyclone*, *Parade*, *The Light In The Piazza*, and *Elegies: A Song Cycle* as well as our signature *UnCovered* concert at Koerner Hall.

The Opportunity

The Musical Stage Company is looking to hire a creative, results-driven Marketing & Development Coordinator who is excited to contribute to our revenue-generating strategies. Working closely with and reporting to (i) Executive Director, Advancement and (ii) Marketing & Engagement Manager, the Marketing & Development Coordinator will be immersed in activities related to fundraising, outreach, and marketing. This full-time position will directly impact the ways we connect with audiences and supporters, both current and prospective.

The successful candidate will be a self-starter as well as team-player who is keen to join the dynamic, small and mighty staff of a thriving musical theatre organization. Our goal is to deepen existing relationships, exceed existing stakeholders’ expectations while actively increasing our donor and audience-base. We hope that you are enthusiastic about helping us achieve this.

The position presents a fantastic opportunity to contribute to a unique and growing performing arts organization while building on skills related to marketing and development, and is ideal for an energetic, whip-smart individual who has a passion for musical theatre.

Anticipated Start Date

Full-Time beginning January 7, 2019 (with some flexibility)
Evening and weekend work will be required on occasion

Compensation

Commensurate with experience.

416.927.7880

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musicalstagecompany.com

Responsibilities

- Issues all tax receipts;
- Tracks and executes the benefits promised to all donors and sponsors;
- Manages our CRM database system (SUMAC) including maintaining up-to-date records, generating complex searches, and contributing to strategic segmentation;
- Manages and deepens relationships with existing funders under \$1,500 including individual, corporate and foundations;
- Supports the Executive Director, Advancement in proposal and grant creation, and report writing including assisting in creating sponsor and donor packages;
- Researches and creates proposals for funds from Canadian and American foundations;
- Generates graphics and materials in Photoshop and InDesign as needed;
- Collects content for print and online communications and marketing materials;
- Supports the production of live audience and donor events, including managing guest lists and collecting RSVPs as well as assisting with coordination of group experiences at UnCovered;
- Manages event listings for productions;
- Maintains the website under the supervision of the Marketing & Engagement Manager
- Assists the Marketing & Engagement Manager in the execution of mass marketing campaigns for major productions including publicity plans, video creation and photo shoots;
- Organizes cross-promotions including postcard exchanges and eblast exchanges;
- Attends performances and events, actively building in-person relationships with our attendees and supporters;
- Manages volunteers as needed;
- Other duties as required.

Qualifications

The successful candidate will have:

- Post-secondary education or equivalent, ideally in one or more of the following areas: marketing, fundraising, communications or arts administration
- A strong passion for the performing arts with a love of musical theatre specifically
- Experience in marketing and/or fundraising, with some proven track-record of success
- High level of proficiency in Microsoft Office (excel, word and PowerPoint) and familiarity with Photoshop and/or InDesign
- The ability to multi-task and coordinate multiple simultaneous projects as well as respond to quickly changing priorities
- Stellar written and oral communication with adaptability for varying audiences
- A detail-oriented approach with an appreciation for big picture strategy and the ability to see several steps ahead
- The ability to thrive working both independently and as a part of a team
- A strong team-player approach with a “can do” attitude and willingness to be flexible and pitch-in where needed
- Meticulous organizational skills

- An understanding of the needs of a complex group of stakeholders and willingness to meet (or exceed) them
- A keen eye for effective visual design, brand consistency and consumer advertising
- Personal qualities of integrity, credibility, sound judgment and a keen interest in The Musical Stage Company's mission

Nice to haves:

- Professional experience in a marketing or fundraising role, either in a not-for-profit arts organization or other creative industry
- Experience working with CRM software (Sumac)
- Experience with SEO, Google AdWords and Google analytics
- A high proficiency in graphic design

How to Apply

Please review the opportunity closely to ensure that your experience and interests are a great fit with our needs.

This opportunity will remain open until the ideal candidate is identified. We encourage interested individuals to apply by August 1 at 5:30pm for consideration – interviews will begin August 2018. Please submit applications to jobs@musicalstagecompany.com. Include your name and the position title in the subject line.

Applications must be submitted as a single pdf attachment including a letter of interest clearly stating how your experience and abilities qualify you for this opportunity and a maximum two-page CV. Incomplete submissions will not be considered. Please no phone calls.

The Musical Stage Company advocates equal opportunity for all employees and applicants for employment and is committed to diversity in the workplace.

The Musical Stage Company thanks all applicants for their interest in this position, however only those invited for an interview will be contacted.

This opportunity will be re-posted.