

Development & Audience Relationship Manager

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*, *Dr. Silver*, *Life After*, *Onegin*, *Passing Strange*, *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.

Our 2019-2020 season includes a series of new musicals premiering at the Globe & Mail Centre as part of *Launch Pad*, *UnCovered: Stevie Wonder & Prince* at Koerner Hall and the George Weston Recital Hall, a to-be-announced musical at the historic Winter Garden Theatre and the world premiere of *Kelly V. Kelly* at Canadian Stage.

The Opportunity

The Musical Stage Company is looking to hire a personable, resourceful, results-driven Development & Audience Relationship Manager who is excited to directly contribute to our revenue-generating strategies. Working closely with and reporting to (i) Executive Director, Advancement and (ii) Director of Marketing & Engagement, the Development & Audience Relationship Manager will manage numerous 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 and 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 dynamic and growing performing arts organization while building on skills related to fundraising and marketing, and is ideal for an energetic, whip-smart individual who has a passion for people and musical theatre.

Anticipated Start Date

Full-Time beginning June 3, 2019 (with some flexibility)

Evening and weekend work will be required on occasion

Compensation

\$40,000 - \$48,000 per year depending on the qualifications of the successful candidate.

Responsibilities

- In partnership with the Executive Director, Advancement, develops long-term fundraising plans and year-by-year revenue targets and initiatives;
- Manages and deepens relationships with donors up to \$1,500;
- Cultivates new relationships with individual donors, leveraging existing relationships to generate gifts up to \$1,500 in partnership with Executive Director, Advancement;
- Manages and supports fundraising events such as House Concerts and donor trip;
- In partnership with the Director of Marketing & Engagement, strategizes audience development and growth opportunities and participates in creating show-specific marketing strategies;
- Identifies and executes new opportunities for audience development and growth through partnerships and activations that increase attendance;
- Manages group sales and partnerships for all productions including GroupTix, directly liaising with select corporate and special interest groups managed in-house, and organizing events and receptions;
- Manages all in-person events including “behind the scenes” experiences, Insider events, pre- and post-show chats and ancillary programming (e.g. Tony Party) to engage the existing and broader audience;
- Executing ancillary initiatives at major productions that contribute to the overall patron and donor experience including receptions and education & public programming.
- Liaises with teachers, develops study guides and cultivates school sales for performances;
- Attends performances and events, actively building in-person relationships with our attendees and supporters;
- Further supports the execution of the marketing & communication plan under the guidance of the Director of Marketing and Engagement;
- Other duties as required.

Qualifications

The successful candidate will have:

- Successful experience in forward-facing role(s) where your work has resulted in meaningful relationships, sales and/or fundraising.
- Prior experience in fundraising, event planning and management, and/or community outreach
- A strong passion for the performing arts with a love of musical theatre specifically
- Stellar written and oral communication with adaptability for varying audiences
- Outstanding EQ with the ability to build authentic relationships quickly
- An understanding of the needs of a complex group of stakeholders and willingness to meet (or exceed) them
- Curiosity and familiarity with the wealth of arts and non-arts organizations and their activities in GTA
- High level of proficiency in Microsoft Office (excel, word and PowerPoint)
- The ability to multi-task and coordinate multiple simultaneous projects as well as respond to quickly changing priorities
- 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
- Personable with integrity, credibility, sound judgment and a keen interest in The Musical Stage Company’s mission

Nice to haves:

- Post-secondary education or equivalent, ideally in one or more of the following areas: marketing, fundraising, communications or arts administration
- Experience working with CRM software (Sumac)
- Experience with SEO, Google AdWords and Google analytics

How to Apply

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

We encourage interested individuals to apply by April 3 at 5:30pm for consideration. 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.