

## Sponsorship & Audience Development Associate

### 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 are inspired by music's unique ability to viscerally affect people and are committed to cultivating experiences – onstage and off – that transform lives, build empathy and create community through musical theatre.

We incubate new Canadian musicals from development to production, investing in Canadian musical theatre writers and building national and international partnerships. Our musical productions – including award-winning contemporary musicals, world premieres and concerts – are seen live by 30,000 people over the 80+ nights that we are onstage annually in venues both traditional and surprising. To date, our work has been recognized with 109 Dora Award nominations, 24 Dora Awards and 19 Toronto Theatre Critics' Awards.

### The Opportunity:

The Musical Stage Company is looking to hire a personable, detail-oriented, results-driven Sponsorship & Audience Development Associate who is excited to play a key role in the cultivation and stewardship of our sponsorship portfolio and audience growth strategies. Working closely with and reporting to the Co-Executive Director, the Sponsorship & Audience Development Associate will be responsible for a robust sponsorship group sales and cultivation portfolio which includes: writing proposals, mid-term and year-end wrap reports for all corporate sponsorship and foundation gifts, the creation of new donor-specific solicitation materials for corporate and individual major gifts, facilitating internal and external communications with clients and donors, plan and execute any client related events, and the cultivation and facilitation of group sales to grow audiences and sponsors. This full-time position will directly impact the ways we connect with our audiences and stakeholders, both current and prospective.

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

### Anticipated Start Date:

Full-time (37.5 hours/week) employment contract beginning March 25, 2024 (with some flexibility)

### Compensation:

\$50,000-\$55,000

### Responsibilities:

- In collaboration with the Co-Executive Director, creates donor specific materials and solicitation plans for major gifts, in-kind agreements and project-specific sponsorship and funding;
- Manages Sponsorship portfolio and is primary relationship manager whenever appropriate;
- Prepares all sponsorship packages including cultivation, solicitation and stewardship documents and all midterm and wrap/final reporting;
- Develops highly compelling proposals for Corporate and Foundation prospects and monitors and meets submission, reporting, and wrap deadlines;
- Tracks fulfillment of benefits promised to all sponsors, including coordinating ticketing as required;
- Liaise with sponsors to ensure fulsome experience, deepening client understanding and appreciation of our work;

- Manages the collection of all sponsor content for house programmes and the Insider newsletter;
- Assists with grant reporting as required;
- Assists with research of and proposals for funds from Canadian and American foundations as required;
- Issues tax receipts as required;
- Attends performances and events, actively building in-person relationships with our attendees and supporters;
- Sources new and manages all group sales and partnerships for all productions, directly liaising with select corporate and special interest groups managed in-house;
- Provide planning and logistical support for sponsor receptions and donor-related events. Attend to the details of event implementation and follow-up, collaborating with internal staff and external resources, as necessary;
- Cultivates relationships with groups to identify and secure potential partnerships and sponsorships where appropriate;
- Other duties as required.

### **Qualifications:**

The successful candidate will have:

- Minimum of five years in fundraising environment with experience writing and crafting proposals;
- Exceptional interpersonal skills and experience in client management;
- Stellar written and oral communication skills with an ability to efficiently manage diverse assignments and meet multiple deadlines;
- Meticulous organizational skills;
- High level of proficiency in Photoshop, InDesign, Wordpress, Google Analytics, Google Workspace and all social media platforms;
- The ability to multi-task and coordinate multiple simultaneous projects as well as respond to quickly changing priorities;
- The ability to thrive working both independently and as a part of a team;
- A strong passion for the performing arts;
- A strong team-player approach with a “can do” attitude and willingness to be flexible and pitch-in where needed;
- 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: fundraising, arts and/or event management
- Experience working with CRM software (Sumac)

### **Additional Details:**

- Flex hours and bi-weekly 4-day work weeks when appropriate
- Hybrid work from home/ in office
- Evening and weekend work will be required on occasion
- Health and Dental benefits package

### **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 February 12 at 5:30pm for consideration. Please submit applications to [jobs@musicalstagecompany.com](mailto: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 and CV (maximum of 5

pages total combined). Incomplete applications will not be considered. Please, no phone calls.

Letters of interest should include the following: why you want to work with The Musical Stage Company; why do you think musical theatre is vital at this moment in time? The Musical Stage Company advocates equal opportunity for all employees and applicants for employment and is committed to diversity in the workplace. We are actively seeking submissions from candidates of all backgrounds, abilities, and ethnicities as we are committed to diversity, equity, and inclusion within this selection process. We especially encourage folx who identify as Women, gender minorities, Black, Indigenous, People of Colour, LGBTQ2S+, d/Deaf, Mad, Disabled/People with Disabilities, and/or Neurodiverse to submit.

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