

Great Canadian Theatre Company Marketing and Development Director Job Description

The Great Canadian Theatre Company (GCTC) seeks a **Marketing and Development Director** who is eager to build partnerships in the vibrant neighborhoods of Hintonburg, Wellington West, and beyond.

GCTC produces professional contemporary theatre with a mandate to produce theatre that “...provokes examination of Canadian life and our place in the world”. Think about that for a moment: GCTC *values* provocation. It *values* examination. At a time when we are all scrambling to improve the world through commitment to equity, you can join a company that holds itself accountable. Our audience craves theatre that is emotionally charged, intellectually engaging and theatrically exciting. We produce theatre that does not prescribe a point of view, but rather encourages critical thinking.

Here’s where you come in: it’s time for us to engage with next generation artists, entrepreneurs, and big thinkers in a new way. We want to explore new models that will allow us to share our building and resources while maintaining the commitment to professional theatre that our core audience and stakeholders value so dearly. If you are eager to build partnerships with corporate donors, private foundations, and philanthropists who share our goal of engaging across generations and disciplines, let’s talk.

The Marketing and Development Director reports directly to, and collaborates with, the Managing and Artistic Directors, and provides regular reports to the Board of Directors. Within the means and resources of the organization, the **Marketing and Development Director** is responsible for the management and successful completion of the annual operations in both marketing and fundraising, and collaborates with the staff and Board of Directors to achieve the organization’s artistic vision.

Selected Marketing Responsibilities

- Ensures the consistency, clarity and accuracy of GCTC communications;
- Conceptualizes, creates and implements the annual advertising, marketing and promotional campaign strategy for all GCTC events, activities and core programming;
- Manages the marketing department budget;
- Creates strategies to attract new audience members, to re-engage past audience members and to maintain current audience members;
- Maintains productive relations with audiences, the media, the community and other partners;
- Works directly with Marketing, Development and Patron Services Managers to ensure alignment of all campaigns with departmental activity.

Selected Development Responsibilities

- Working closely with the Managing Director to set the annual fundraising messaging, goals, targets and strategies;
- Ensures fiscal responsibility and adherence to the AFP Code of Ethics, Donor Bill of Rights and adherence to CRA requirements as relate to GCTC fundraising;
- Implements researched donor stewardship strategies that result in a high degree of donor engagement, encourage private sector, corporate sponsor, foundation and individual support at all levels;
- Collaborates on developing new models for community engagement
- Identifies potential corporate partners for all community engagement projects
- Supervises the processing and ensures the accuracy of all tax receipts, donor communications and audit trail;
- Ensures donor retention and acquisition through designing, implementing and managing effective fundraising campaigns for annual giving, major gifts, corporate and foundation, planned giving and endowment campaigns;
- Plans, supervises and oversees GCTC's fundraising events and programs including: Season Launch; Director's Circle; Annual "Lawyer Play" Fundraiser (supported by Lawyer Play admin position on contract) ; Donor relations, recognition and appreciation strategies; Donor engagement activities;
- Provides up to date reports to Board of Directors on all fundraising targets.
- Works closely with the board's Resource Development Committee to help meet its goals as defined by the terms of reference;
- Ensures that sponsors agreements and recognition requirements are honoured.

Essential Skills:

- We're interested to hear what you think is required to get this job done. Don't be shy.

Salary Range:

- \$51k - \$61k and competitive benefits package.

GCTC is proud to be an equal-opportunity employer and strongly supports and values equity in the workplace. Applications from all qualified candidates are welcome and individuals from equity-seeking and under-represented communities are encouraged to apply. Interested parties should apply with cover letter and résumé, detailing all relevant experience to:

Attn: Managing Director
Marketing and Development Director Search
Great Canadian Theatre Company
300-1227 Wellington Street West
Ottawa, ON K1Y 0G7
 or
managingdirector@gctc.ca

Applications must be received by 4:30PM, Friday July 5.

While we thank everyone who applies, only those selected for an interview will be contacted.