



## **THEATRE CALGARY**

### **Director of Development**

**THEATRE CALGARY** is seeking a creative, and energetic individual to serve as its next Director of Development (DOD). Reporting to the Executive Director, Maya Choldin, the DOD will lead the engagement, identification, cultivation, and solicitation of major donors and corporations, leveraging the potential for significant gifts and corporate philanthropic support and sponsorship. The DOD will maintain and expand public and private sector relationships for revenue outcomes to deliver on priorities in the Maximizing Our Impact Strategic Plan; build other strategic community relationships; and collaborate with the Theatre Calgary team to maximize successful fundraising efforts. The DOD will be responsible for developing and implementing the strategic direction in all fund development activities which includes sponsorship acquisition, major gifts, annual campaign, donor relations, planned-giving, grant writing, direct mail, community fundraising initiatives and special events.

As an integral member of the Theatre Calgary Team, the DOD will play an active role as a thought-partner in planning for the organization's overall advancement. Supporting, assisting, and partnering with the Executive Director, staff, board and volunteers, the DOD will operationalize the strategic plan while building a thriving, creative and diverse culture serving artists and the Calgary community. The DOD will conceptualize and implement a plan to grow Theatre Calgary's philanthropic support and donor base while leading and motivating a highly motivated development team in devising successful operating fundraising strategies, implementing appropriate delivery and support systems, and evaluating results.

This is an exciting and unique opportunity for a development professional who can bring together their vision, experience, and passion for theatre in Calgary. The ideal candidate will want to invest themselves in the success and growth of Theatre Calgary and will find personal fulfillment in being part of the future.

### **The Organization**

Theatre Calgary traces its origins to the 1960s grassroots movement for local professional theatre. The company formed from the city's two most prominent amateur theatre groups: Workshop 14 and the Musicians' and Actors' Club. Workshop 14 had been founded in 1944 by students of local theatre pioneer Betty Mitchell and took its name from Mitchell's drama classroom at Western Canada High School. The Musicians' and Actors' Club (fondly known as MAC) began as a social club in 1963, with meetings held the basement bar of the derelict Isis movie house on 1st St SW, but members soon took to staging short plays and musical revues in the upstairs hall. The two groups merged in 1966 as MAC 14. Then, on July 1st, 1968, MAC 14 became Theatre Calgary, the city's first fully professional theatre company. Christopher Newton, who would later lead the Shaw Festival for more than two decades, was appointed Theatre Calgary's first artistic director.

The new company performed in the Betty Mitchell Theatre at the Allied Arts Centre, a converted tractor showroom at 9th Ave and 8th St SW that later became known as the QR Centre. In its first two decades, Theatre Calgary presented a mix of classic and new plays, including premieres by Canadian writers such as John Murrell, W.O. Mitchell, and Sharon Pollock. In 1985, Theatre Calgary became the resident company of the Max Bell Theatre in the new Calgary Centre for the Performing Arts (now Arts Commons). In this striking new performance space, both grand and intimate, the company dedicated itself to large-scale productions of classics, period pieces, and musicals.

Over the past 12 years, Theatre Calgary has engaged in national and international collaborations while at the same time, Theatre Calgary's FUSE Enbridge New Play Development Program has led directly to the world premieres of many new Canadian works on the Max Bell stage. The company also deepened its commitment to Calgary's theatre community, presenting an annual co-production in One Yellow Rabbit's



High Performance Rodeo and producing Shakespeare by the Bow, Calgary's outdoor summer theatre festival starring emerging artists. Theatre Calgary has become a model of strong fiscal management in the Canadian arts sector, which continues to this day.

In April of 2017, Stafford Arima joined Theatre Calgary as their new Artistic Director, succeeding Dennis Garnhum. The Canadian-born Arima arrived at Theatre Calgary following a successful career in New York. In 2020, Theatre Calgary announced the engagement of new Executive Director Maya Choldin to work in partnership with Arima.

The **Mission** of Theatre Calgary is to stimulate, provoke, and delight through ambitious programming created to ignite local, national, and international engagement and the **Vision** is to stand amongst the best theatres globally as a leader in innovative, impactful, and diverse programming.

## The Community

Calgary offers all the energy of a large metropolitan city with the warm and welcoming spirit of a connected community. Calgary was ranked the most livable city in North America and the 5th most livable city in the world by the *Economist Intelligence Unit* (2009-2019). A city with diverse communities and endless opportunities, Calgary is a city that will surprise you. Calgarians enjoy more days of sunshine than any other major Canadian city - 333 days per year in fact and is home to more than 1.4 million people with a median age of Calgarians of only 37.2 years. Calgary is the third most diverse major city in Canada with more than 120 languages spoken in the city and Calgarians are community-minded; Albertans hold the 2<sup>nd</sup> highest national volunteer rate at 55 per cent. The face of Calgary is changing. Walk through any neighbourhood and you will meet people who have moved here from all over the world.

Sources: Edited from - [www.theatrecalgary.com](http://www.theatrecalgary.com); [www.lifeincalgary.com](http://www.lifeincalgary.com)



The cast of Theatre Calgary's *Noises Off*. Photo by Trudie Lee.



## Director of Development Responsibilities

Reporting to Theatre Calgary's Executive Director, the Director of Development will be responsible for:

### Roles and Responsibilities

#### Leadership and Accountability

- Understand and clearly articulate Theatre Calgary's programs, history, culture, values, strategic plan, season, and financial strategy to ensure the continuing relevance of sponsorship, philanthropic and grant support.
- Identify key policy and funding issues of strategic importance and develop a comprehensive approach to address these issues to Theatre Calgary's benefit.
- Develop and implement long- and short-term strategies for fundraising with the Executive Director and Board of Directors.
- Regularly report on development goals and progress to the Executive Director and Board of Directors.
- Proactively mobilize the Board of Directors, volunteers, and the Artistic and Executive Directors to drive fundraising activity and personal engagement with top prospects, sponsorships, and special events.
- Demonstrate respectful, effective, and appropriate communication to achieve organizational buy-in for a variety of revenue enhancement initiatives.
- Develop, cultivate, and enhance Theatre Calgary's relationships in the community.
- Speak and present in a clear and credible manner, listen for diverse perspectives, and set mutually beneficial expectations with a variety of stakeholders.
- Remain current on and adapt to the cultural, economic, and political developments that affect development goals and strategies in the non-profit sector.
- Model behaviours that create trust, build confidence, and encourage others to follow suggested paths or approaches.
- Embrace other leadership and accountability roles and responsibilities as needed.

#### Development Planning and Implementation

- Develop partnerships with all of Theatre Calgary's departments to support annual giving programs, sponsorships, special projects, and events.
- Create customized donor stewardship and recognition opportunities to support expanded fundraising activities.
- Create, implement, and manage a strategic development plan designed to significantly increase contributed revenue.
- Establish solicitation priorities, manage prospect lists and research, and develop and execute targeted cultivation plans and solicitation strategies for a range of prospects.
- Maintain a portfolio of donors, cultivating and soliciting major gifts for the annual fund, special events, special programs, and specific fundraising for the institutional endowment.
- Ensure that the development area adheres to long-term strategic and operational plan goals, coordinating and presenting regular progress reports to the Executive Director.
- Direct all aspects of development and the patron benefits program, including stewardship, special events, cultivation, benefits fulfillment, daily donor interaction, and volunteer management.
- Use the organization's formal and informal social and technical structures to build relationships, negotiate solutions, and accomplish goals.



- Guide and mentor, the development team's successful achievement of contributed revenue goals for individual, corporate, foundation, special events, and institutional endowment, with a personal emphasis on identifying, cultivating, and securing new sources of funding.
- Embrace other development planning and implementation roles and responsibilities as needed.

### Administration and Oversight

- Oversee the development department and supervise the development staff by setting clear expectations, motivating the team, and assisting with their professional development.
- Influence and inspire others to act in an energetic, committed fashion in pursuit of a positive organizational culture.
- Ensure that the necessary organizational structure, adherence to CRA and Alberta Municipal Affairs' regulations and guidelines are followed, and that policies, system controls, and procedures are in place and regularly reviewed for effectiveness.
- Prepare and monitor revenue and expense budgets; provide accurate reporting, analysis, and integration of data; and oversee the maintenance and integrity of donor, and prospect records.
- Guide a regular process of staff review and evaluation that ensures the highest ethical standards in all departmental activities.
- Lead and mentor the development staff in utilizing available data to analyze and document fundraising needs and opportunities.
- Ensure revenue goals are met, proactively identifying potential shortfalls and strategizing creative options that lead to fulfillment.
- Prepare financial and statistical analysis of development initiatives and use this information to improve fund development activities.
- Project anticipated revenue and expenses for programs under purview and review progress quarterly with the Executive Director.
- Assess current technology and refine development practices to ensure maximum efficiency and results.
- Embrace other administration and oversight roles and responsibilities as needed.

### Traits and Characteristics

Proactive, dynamic, independent, self-motivated, detail and people-oriented, the DOD will have exceptional social and verbal communication skills and value frequent interaction and collaboration with others. The DOD will be an experienced and entrepreneurial professional with the vision to actively pursue Theatre Calgary's ambitious goals with creativity and determination and will have a high degree of personal accountability and a commitment to exceeding expectations. This individual will balance tasks and projects with a sense of urgency and possess superlative interpersonal and communication skills that articulate compelling verbal and written messages for support. A self-sufficient and self-managed professional with a highly organized approach, the DOD will have the ability to achieve organizational objectives with staff, board members, volunteers, donors, and prospective supporters. This individual will bring an affinity for Theatre Calgary's mission and vision and a passion to positively impact the organization's long-term success, complemented by highly developed skills and an efficient best practices approach.

Other key competencies of the role include:

- **Teamwork and Interpersonal Skills** – Cooperating with others to meet objectives and the ability to effectively communicate to build rapport while relating to many different people.
- **Planning and Organization** – Establishing courses of action to ensure that work is completed effectively, while utilizing logical, systematic and orderly procedures to meet objectives.



- **External Stakeholder Focus** – The dexterity to anticipate, meet, and exceed stakeholder needs and expectations.
- **Goal Orientation** – The clarity to establish and achieve specific, measurable, attainable, reviewable, and time-sensitive goals regardless of obstacles or circumstances and the ability to facilitate agreements between many parties.
- **Flexibility, Time and Priority Management** – The acuity to prioritize and complete tasks to deliver desired outcomes within allotted time frames while readily modifying, responding and adapting to change with minimal resistance.

## Qualifications and Experience

A bachelor's degree or higher education level is required. Qualified candidates will have at least 7 years of progressive experience at a leadership level with increasing responsibility in a fundraising leadership role, preferably in the performing arts, education, or non-profit sector. A strong track record in corporate sponsorship, events, donor identification, cultivation, and solicitation at all funding levels, particularly major gifts, is required. Prior experience with endowment campaigns would be an asset. Superior written/verbal communication skills and experience collaborating with high-level, respected volunteers are required. Candidates must possess expertise in and willingness to mentor and develop team members to create a high performing department. A CFRE designation and membership in the Association of Fundraising Professionals is an asset. Strong computer skills are necessary, including Microsoft Office (Word, Excel, PowerPoint), donor database software, media (traditional, electronic, and social media), and the use of advanced tools for donor prospecting and research. Knowledge of Tessitura would be beneficial.

## Compensation

A competitive compensation package including a salary of \$100,000 - \$110,000, which is commensurate with experience, supplemental health and wellness plans, vacation, and matching RRSP will be provided,

## Application Instructions

The Theatre Calgary Director of Development Search is led by Martin Bragg of **Martin Bragg & Associates**. To apply in confidence please email your letter of interest and resume in Word or PDF format to Martin Bragg & Associates at [theatrecalgarysearch@mbassociates.ca](mailto:theatrecalgarysearch@mbassociates.ca). All qualified candidates are encouraged to apply and will receive an acknowledgement of their application. No phone calls please.

The review of applications will begin immediately and will continue until the position is filled.

Theatre Calgary encourages applications from our diverse community. Theatre Calgary is committed to equity, diversity, and inclusion. We recognize that increasing the diversity of our staff, on all levels, is integral to accomplishing this objective. We are creating policies, practices, and programs that work toward the goal of dismantling systemic racism. We welcome all applications from women and gender nonconforming people, people of color, indigenous peoples, people with disabilities, people of all sexual orientations, and all others who may contribute to the further diversification of Theatre Calgary.

**In the spirit of reconciliation, Theatre Calgary acknowledges that we live, work and create on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Îyâxe Nakoda Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta. They were the original occupants of this land and continue to be here to this day. Theatre Calgary is grateful to have the opportunity to present in this territory.**