



**Theatre 3x60/Theatre on the Ridge**  
**Marketing and Revenue Development Coordinator**  
**Position Description**

**1 Year Part-Time Contract**  
**10 hrs per week X 50 weeks**  
**\$20.00/hr**  
**Start Date: November 15, 2021**

The position of Marketing and Revenue Development Coordinator supports the company's mission and values and is a self-motivated and energetic professional responsible for overseeing the organization's fundraising and marketing initiatives. Reporting to the General Manager, the Marketing and Revenue Development Coordinator will develop a revenue generation and recovery strategy as part of the 2022 – 20225 strategic plan, including a marketing plan to maintain visibility in the short term while sustaining growth in the long term. The position is responsible for overseeing and participating in all organization revenue development activities such as fundraising events, donations and sponsorships. The Marketing and Revenue Development Coordinator will establish and maintain relationships with the private and public sector and arts-based community stakeholders, identifying and leveraging events, exhibitions, public programs, and other activities, to enhance the company's visibility and the further development, diversification and expansion of its revenue base.

**Description of tasks:**

- Research prospective donors and sponsors; prepare proposals
- Solicit donations through face-to-face solicitation, annual campaigns, events, etc.
- Organize creative and successful fundraising events and original campaigns to solicit donations
- Develop and implement a fundraising strategic plan
- Develop and implement a stewardship plan including prompt and effective donor and sponsor communication
- Develop and maintain a donor database and assist with donation processes
- Evaluate the success of fundraising initiatives; prepare regular reporting on fundraising targets
- Work closely with staff and volunteers to assist and promote the company in all aspects of fundraising and programming
- Assist the Treasurer to ensure that all legal reporting is done (for gift processing and tracking)
- Be an ambassador of the company
- Other activities as assigned

**Skills & Requirements:**

- Bachelor's degree or equivalent in the fields of arts management, visual studies, or education
- 2-5 years of fundraising experience in the arts and culture sector
- Demonstrated success in soliciting donations/sponsors; and creating and managing fundraising events
- Experience in theatre and the performing arts an asset
- CFRE or fundraising certificate an asset
- Excellent organizational skills
- Excellent interpersonal communication and customer skills
- Excellent oral and written skills
- Ability to work in a fast-paced, dynamic and changing environment
- Ability to work a varied schedule with the expectation to work some evenings and weekends
- Understanding in communicating and engaging with culturally diverse communities
- Administrative experience and comfort in Google suite
- Familiarity with multiple social media platforms (Facebook, Instagram, Twitter)
- Demonstrated ability to work effectively with colleagues as a collaborative team player
- A creative and innovative thinker, resourceful in developing and executing exciting and inspired ideas and concepts

**The successful candidate must have access to independent, reliable transportation as relates to any on site requirements of the position.**

**This position includes weekend and evening hours as required.**

***Covid related priority for 2021*** – due to the location of our office, performance and storage facilities, preference will be given to applicants who reside in Durham region and can confirm safe transportation within Durham region.

**Applications will be accepted until November 5, 2021**

Please submit a detailed resume including relevant formal training and/or experience and cover letter to the General Manager at [info@theatre3x60.ca](mailto:info@theatre3x60.ca). We thank all applicants for their interest, but will be contacting only those candidates required for an interview.

*“Theatre 3x60/Theatre on the Ridge is committed to diversity and inclusion in our hiring and recruitment practices, and encourage applications from culturally diverse persons, Indigenous persons, deaf persons and persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. We welcome applications from persons with disabilities to the extent possible with the physical spaces of our venues and requirements of the positions available.”*