



# SACRAMENTO THEATRE COMPANY

## DEVELOPMENT DIRECTOR JOB DESCRIPTION

Sacramento Theatre Company (STC) is in search of a full time/exempt Development Director. As part of the Executive leadership of STC, this position performs all Development functions for the organization and also frequently performs shared duties outside of Development, including some areas of marketing and operations, in consultation with the Executive Producing Director, the Education & School of the Arts Director, and the Board of Directors.

### **ABOUT STC**

The mission of Sacramento Theatre Company (STC) is to be the leader in integrating professional theatre with theatre arts education. STC produces engaging professional theatre, provides exceptional theatre training, and uses theatre as a tool for educational engagement.

Organized in 1945, STC is one of the region's oldest and largest professional theatres. STC's rich history has spanned decades, welcoming young performers like Tom Hanks, Jessica Chastain, and the Barrymores to its stages. STC presents only the best classical, musical, and contemporary plays, as well as new works, from September to May each year, and its theatres feature up to eight performances each week for a total of more than 300 performances annually. STC's productions, education, and community outreach programs reach over 30,000 guests and young people each year.

### **ABOUT THE POSITION**

#### **Leadership Responsibilities**

- Support STC's continued success through a commitment to its mission to integrate professional theatre with theatre arts education.
- Be a professional, articulate, enthusiastic, and informed ambassador of STC.
- Work respectfully and collaboratively with the Board and other STC Directors and across all departments, including Artistic, Production, Facilities, Education, and Box Office on a daily basis.
- Inspire engagement of STC staff, artists, Board members, and outside supporters through leadership by example.
- Represent STC at community meetings, when appropriate. Contribute towards the strengthening of performing arts throughout the Sacramento region.
- Participate in professional development, mentoring, and training as much as time and resources allow.
- Meet once a month with the Board of Directors and report on all areas of oversight.
- Meet once a month with the Executive Committee.
- Meet once a week with other Directors.
- Monthly staff meeting

## **Development Responsibilities**

- Generate contributed income as part of STC's overall \$1.8M operating budget.
- Create and execute the Development Plan for the current season, identifying and soliciting viable donors, sponsors, grant-makers, in-kind supporters, and partners, as well as executing fundraising events, to support STC's full breadth of professional and School of the Arts programming.
- Plan and execute two mailed solicitation campaigns annually.
- Keep meticulous donor profiles and track donor communications and meetings in Theatre Manager (STC's ticketing and donor database) to support the moves management process and ensure institutional memory of donor relationships.
- Identify when VIPs will be present at STC and greet them, or alert appropriate Directors/Board to greet them and participate in the cultivation/stewardship process.
- Plan and execute two major fundraising events annually in consultation with the Development Committee, including sponsorship and auction item solicitation, vendor communications, entertainment booking, program writing, volunteer coordination, print and press material creation, and guest tracking and communication.
- Provide guidance and help execute one School of the Arts fundraising event, which has its own contracted event planner and raises approximately.
- Manage any raffle activities at STC, and ensure compliance with California gambling laws.
- Create the plan and execute STC's participation in the annual BIG Day of Giving.
- Provide direction/manage point-of-sale donations, like those through the Box Office, concessions, curtain asks, and lobby donation boxes.
- Identify, compile, and submit grants, proposals, and reports in a complete, timely, accurate, and compelling fashion.
- Determine and fulfill donor and sponsor benefits throughout the season.
- Work with and aid the Board on methodologies, resources, and tools for the Board's own fundraising efforts, particularly on capital and special projects.
- Serve as the lead point person on ongoing and future capital campaigns
- Serve as the main point of contact for those interested in administrative volunteering at STC (mailing stuffers, etc.).
- Supervise a part-time Development Assistant, who aids in administrative tasks like donation receipting, benefit fulfillment, and database maintenance.
- Meet once a month with and report to the Board Development Committee.

## **Marketing Responsibilities**

- Identify and solicit playbill advertisers.
- Identify, solicit, and manage relationships with community partners for each of STC's seven professional productions each season.
- Plan and execute community outreach, community partner, and other special events (including opening nights and member events) throughout the season.
- Participate in the creation and dissemination of marketing materials for the organization, including brochures, playbills, digital marketing/e-newsletters, billboards/banners, ticket stock and jackets, signage, and press releases.
- Participate in and provide strategic guidance on the annual subscription campaign.
- Create/manage the creation of video content for grant applications.

- Help manage patron mail lists in Theatre Manager. Aid in the management of all large mailings throughout the season.
- Track and issue STC ticket donation requests.
- Help identify strategies for audience development and increasing individual, subscription, and group ticket sales.
- Co-supervise a part-time Communications Assistant, who aids in marketing tasks like press relations, graphic design, and social media.

### **Operations Responsibilities**

- Play an active role in the preparation of annual departmental and organization-wide budgets.
- Become familiar and comply with all HR requirements in hiring, supervising, and managing staff. Help guide organizational policies in this area.
- Become highly-proficient in Theatre Manager, and serve as the organization's main point person for troubleshooting issues with the system.
- Meet with Department Managers once a week.

### **Minimum Qualifications:**

- Bachelor's degree in arts administration, non-profit management, communication, or related field.
- Minimum three years of development and/or marketing experience in a management role.
- Proven success at meeting and exceeding revenue goals.
- Proven successful interactions with Boards and a diverse array of community stakeholders.
- Excellent computer/technology skills, especially in Outlook, Word, Excel, PowerPoint, and social media platforms.
- Experience using a CRM database, such as Theatre Manager, Tessitura, Blackbaud, DonorPerfect, or similar software.
- Experience in an arts and/or arts education environment.
- A spirit of curiosity and tenacity to "get the job done".

### **Preferred Qualifications:**

- Post-graduate level training, such as master's degree, CFRE certification, or other relevant education.
- A passion for and understanding of the theatre, musical theatre, and theatre arts education.

### **Position Starts: July 1, 2017**

- Salary: \$45,000-\$55,000 DOE

Please send cover letter, resume, and three references in Word or PDF formats to [launm@sactheatre.org](mailto:launm@sactheatre.org) with "Development Director" in the subject line.