

## Guelph Jazz Festival Job Description

<b>Job Title:</b> Director of Development & Marketing	<b>Contract:</b> April 2010 to December 31, 2010
<b>Job Location:</b> Guelph Jazz Festival Office, Guelph	<b>Job Grade:</b> pending
<b>Reports to:</b> Board of Directors, Executive Committee	<b>Status:</b> exempt

### **Job Summary**

To provide development, marketing & audience development, fundraising, and member services leadership to the Guelph Jazz Festival. To develop and implement strategies and processes that result in consistent audience development and that help ensure the long-term sustainability of the organization.

### **Employment Requirements**

The ideal candidate for this position will bring a variety of experiences and attributes to the Guelph Jazz Festival including a minimum of 5 years of work and management experience in a non-profit arts organization, cultural institution or commensurate experience. The successful candidate should have at least a Bachelor's degree in some related field and/or other educational equivalents relevant to non-profit and/or arts and cultural administration.

Other personality traits and skills which are critical to the successful fulfillment of this role include:

- a dynamic, outgoing personality which thrives on public speaking and on developing and maintaining strong interpersonal relationships (e.g. GJF sponsors, partners, members, staff, volunteers, etc.);
- proven experience and ability to devise and execute successful fundraising initiatives;
- highly developed leadership skills;
- excellent spoken and written communication;
- proven financial management skills;
- event planning and delivery skills;
- an understanding of the local arts and culture community of Guelph;
- the ability to plan quickly and effectively, coupled with a willingness to adapt to changes;
- excellent time and personal management skills; and
- highly developed computer and internet literacy.

### **Reports to:**

The Board of the Guelph Jazz Festival through the chair of the Executive Committee.

This position must provide written status reports to the chair of the Executive Committee prior to every Board meeting and as requested.

## **Responsibilities- Activities, Jobs and Functions**

### **Development**

- Ensures that the organization is raising the funds and in-kind services it requires to meet its strategic goals as identified in the annual plan.
- Works with volunteer Fundraising/Development Committee.
- Works with Membership Committee.
- Researches and develops new private sector funding opportunities.
- Develop revenue projections for the year (work with DFO on earned revenue projections).
- Oversees and executes the renewal of existing private sector partnerships.
- Maintains year-round communications and stewardship with funders, including written reports, funder's surveys and in-person meetings.
- Prepares, presents and fulfills comprehensive and tailored sponsorship recognition and benefits.
- Works within budget and secures donated goods, services and funds wherever possible (could have an assistant to assist with this seasonally).
- Maintains and fulfills an accurate list of funder benefits.
- Oversees Marketing Coordinator- program book ad sales and administration.
- Oversees print advertising campaign in consultation with the Marketing Committee.
- Investigates the potential to undertake special fundraising events in the off-season.
- Tracks and reconciles accounts receivable.

### **Marketing & Audience Development**

- Develops marketing and audience development plans in consultation with the Marketing Committee & AD with contributions from the staff. Sets revenue and expense targets for box office, membership and corporate sponsorship.
- Devises goals for communication activities and customer service.

- Analyzes sales and contribution trends, patron feedback and competitive activity, and shares findings with staff, Board, and Marketing Committee on a regular basis.
- Develops and manages budgets for marketing and audience development.
- Sets pricing for all productions, special events, etc. Sets discounts and premium pricing policies.
- Recruits, hires and directs contribution of advertising contractors/agencies and/or public relations agencies.
- Provides direct guidance to staff and committees including sales, membership, communication, special events, customer service, advertising, publications, corporate fundraising and media relations.
- Identifies marketing and audience development innovations, and provides leadership and direction in implementing these innovations.

### **Administrative Responsibilities**

- Management of donation and membership data records.
- Maintain data for direct mail campaigns.
- Data entry and upkeep of organization's marketing, public relations, membership and fundraising databases ensuring a high level of accuracy.
- Oversees and manages the day to day operations of the computer system including the regular back up of data.
- Ensures the safe and adequate operation of all office equipment including liaison with service departments.
- Investigates and recommends new equipment systems for smoother running of office (postal machine, photocopier, phone system, etc.).
- Facilitates ticket bookings for sponsors, patrons, artists, groups and others as may be required.

### **Information Management, Co-ordination of Meetings and Reporting Functions**

- Advises the Board of all pertinent local, provincial and federal regulations and laws relating to the GJF activities and operations. Monitors compliance.
- Represents the GJF to other arts and cultural organizations, businesses, levels of government and the City of Guelph where appropriate.

- Facilitates the co-ordination of meetings and supplies committees with necessary information.
- Attends all relevant meetings.

**Other**

- Other duties as assigned by Executive and/or Board of Directors.