



## **CATALYST THEATRE – EMPLOYMENT OPPORTUNITY**

Catalyst Theatre is seeking a part-time Fund Development Coordinator.

Contract Dates: November 1<sup>st</sup>, 2018 – October 31<sup>st</sup>, 2019

### **OBJECTIVE**

Catalyst Theatre is seeking an expert in fundraising and donor relations to implement a company-specific fundraising and donor development model that will serve Catalyst's unique creation and dissemination model. The Fund Development Coordinator will implement private sector fundraising policies and procedures that align with Catalyst's long-term fundraising strategy, developed in a three-way partnership between a professional fundraising consultancy firm with a national profile, Catalyst Theatre's staff, and the company's board of directors. The Fund Development Coordinator will also participate in marketing and public relations strategies that support fundraising.

This is a part-time contract with flexible hours. Hours required per week will depend on seasonal activity. In addition to the general goal of increasing private sector revenue, the Fund Development Coordinator will specifically create and implement policies and initiatives during the 18/19 & 19/20 seasons that can be subsequently be implemented by Catalyst's core staff on an ongoing basis.

### **DUTIES AND RESPONSIBILITIES**

1. **Activating the Action Plan created for Catalyst by a fundraising consultancy firm**  
Throughout the summer of 2018, Catalyst has undergone a fundraising audit. The Fund Development Coordinator will be responsible for implementing the action plan set forth in this audit, as well as setting up systems that will enable Catalyst staff to continue these procedures easily for many seasons to come.

## **2. Fundraising Communications, Research, and Stewardship**

- Create stewardship materials and correspondences
- Create donor-related marketing content, i.e. newsletter copy, copy for social media posts, etc.
- Create specific materials geared towards donors outside of Edmonton
- Research and develop systems to help maximize donor revenue within the framework of our established fundraisers
- Establish best practices for donor management, retention and optimization
- Ensure all elements align with the recommendations of the Fundraising Audit

## **3. Implement a New Fundraising Initiative.**

Aided by recommendations from our fundraising audit, Catalyst will be launching a new fundraising initiative. The Coordinator will be responsible for:

- Creating messaging and proper context for the initiative
- Developing materials for the campaign, including letters to donors
- Helping to create a social media campaign that will get the word out about the initiative
- Messaging to selected media

## **4. Data and Administration**

- Oversee populating Catalyst's new Donor Database (NEON), pulling data from several sources
- Complete the data entry required to update the database with most current information
- Assist in creating database population best practices, and a style guide

## **5. Assistance with Yearly Fundraiser – Over the Edge With 4 Play**

Every year, Catalyst throws a major fundraising event, *Over the Edge with 4 Play*. The Fund Development Coordinator will be responsible for assisting the Associate Managing Director in coordinating the fundraiser as needed. Duties will include: reaching out to donors, documenting donations, assisting with tax receipts, etc.

## **6. Development of new yearly fundraiser**

As our major fundraiser is always in the spring, we are looking to develop a smaller fundraiser that can run every fall. The Development Coordinator will help us develop the fundraiser, launch its inception in the fall of 2019, and implement the fundraiser in such a way that it can be repeated in subsequent seasons.

## SKILLS AND EXPERIENCE

- University degree or equivalent with an emphasis on communications and development
- Superior written and verbal communication skills, with the ability to communicate clearly and succinctly
- Knowledge of social media platforms in terms of what types of messaging works best for each one (i.e. Facebook vs. Twitter)
- Excellent interpersonal skills, and the ability to work as part of a team
- Self-motivated with the ability to take projects and run with them
- Excellent research skills
- Knowledge of the theatre and not-for-profits
- Excellent planning and organizational abilities
- Ability to clearly establish policies and procedures that can continue to be implemented by permanent staff after the contract is complete
- Willingness and ability to share knowledge of the field with Catalyst's board and staff and with Edmonton's vibrant theatre community
- Excellent computer skills, especially in Microsoft-Office and email platforms

**Location:** Edmonton, AB

**Position Type:** Part-time, flexible. Hours per week will depend on seasonal activity.

**Term:** November 1<sup>st</sup>, 2018 – October 31<sup>st</sup>, 2019.

**Compensation:** \$30,000 (non-negotiable)

Please submit a CV and cover letter to:

[admin@catalysttheatre.ca](mailto:admin@catalysttheatre.ca)

Deadline for submissions: October 12<sup>th</sup>, 2018

This position is made possible by a grant from the Edmonton Community Foundation.