

Ruby Slippers Theatre is hiring a Fund Development & Community Outreach Officer

Reports to: General Manager and Artistic Director

Works with: Artistic Director, General Manager, staff, and Board of Directors

Classification: Part time one-year contract July 1, 2022 - June 30, 2023

Remuneration: 52K

Please send resume and cover letter to info@rubyslippers.ca by May 25, 2022

Position Overview:

Reporting directly to the General Manager and Artistic Director, the Fund Development & Community Outreach Officer will work with the board and staff to diversify revenue streams and build fundraising capacity. This will include developing relationships with new and existing individual donors, corporate sponsors and private foundations that align with the company's mission. Our mission is to illuminate underrepresented perspectives and inspire independent critical thought by giving voice to diverse artists from across Canada including significant Québec works in English translation. Ruby Slippers Theatre's vision is a world where diversity is celebrated through a deeper understanding of each other, and fundraising initiatives will be designed and directed to create opportunities for under-represented communities, such as the IBPOC community, through the Advance Theatre Festival and Mentorship program. "Diversity" includes all cultural backgrounds, orientations, ages, identities, and abilities.

Responsibilities:

- Evaluate current fundraising systems and practices and propose enhancements, efficiencies, and opportunities where gaps exist
- Devise a strategic fundraising plan for Ruby Slippers Theatre
- Create a donor database to support a robust individual giving program
- Develop and implement an individual giving acquisition, retention, and development strategy to identify opportunities for growth
- Create a case for support for Ruby Slippers Theatre for operations and specific artistic projects
- Research private foundations and identify prospects with shared values and goals
- Create a template letter of inquiry for private foundation prospects
- Research and identify potential corporate sponsors, and develop a cultivation plan with the assistance of the Board of Directors and senior staff
- Develop fundraising events designed to deepen the company's connection with existing supporters and to engage potential new donors and sponsors in pandemic, emerging-from-pandemic and IRL scenarios
- Work with staff leadership and Board of Directors to determine capacity requirements to maintain existing fundraising activities and recommended future initiatives
- Collaborate with RST's Publicist and Website & Digital Marketing Coordinator to develop strategies for increasing RST's presence online and on social media

Knowledge and Experience:

- Experience in fundraising, preferably in the arts and culture sector

- Understanding of the British Columbia arts community
- Excellent verbal and written communications skills
- Understanding of social media platforms and digital strategy
- Experience in writing direct mail appeals, e-appeals, and social media communications
- Familiarity and ease working with computers, fundraising software(s), CRM systems and tools



Ruby Slippers Theatre

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