



Director of Patron and Donor Relations

The Director of Patron and Donor Relations is the primary point person for all audience and donor communications and experience. The position takes as a foundational concept the idea that the community of Profile Theatre supporters is best treated holistically. The Director of Patron and Donor Relations is primarily responsible for communications, individual donor cultivation and stewardship and patron experience from first contact to stage lights going up. Profile Theatre staff all work towards several organizational goals: to produce high-level artistic events, to achieve financial stability and maintain fiscal transparency, and to develop and deepen relationships in our community.

Marketing

Programmatic Marketing Create marketing campaigns for productions and events, including marketing materials, ad buys, social media, lobby displays and all collateral, including copy and layout design. Collaborate with Artistic Director and Associate Artistic Director to identify target audience for all programs and events and to ensure that communications effectively match projected audience experience.

Institutional Marketing Design and execute institutional marketing, including branding, lobby displays, season brochures, banners, and other collateral. Collaborate with Artistic Director on organizational positioning and messaging.

Sales Strategy Create and execute subscription renewal and acquisition campaigns. Strategize and execute single ticket pricing and packages.

Budgeting Develop and budget advertising plan. Create and track sales projections. Assist Artistic Director in creating yearly operating budget by accurately projecting and tracking earned income for the year. Track, report and analyze actual sales.

Audience Relations Manage Front of House to promote first-rate customer service. Direct all communications to patrons. Primary point of contact for individual patrons. Responsive to audience feedback and concerns.

Website and Social Media Maintain content on institutional website. Oversee and execute updates to various social media channels. Maintain online ticketing and donation web pages through PatronManager. Write, layout, and distribute weekly email blasts.

Development

Individual Donor Cultivation and Stewardship Design and execute Family Circle Levels and other instruments of donor stewardship. Direct all communications to individual donors, providing first-rate customer relations to all family members. With Artistic Director and Associate Artistic Director design avenues to deepen relationship between existing donors and the theater, resulting in larger commitments. With the Artistic Director and

Associate Artistic Director design avenues for potential new donors to learn about and intimately experience the theater. With the Artistic Director, identify potential new donor populations.

Fundraising Campaigns With the Artistic Director, create and execute individual giving campaigns, including messaging; communications; the design and execution of any collateral; and the processing, tracking and acknowledging donations. With the Associate Artistic Director, plan and execute related events.

Special Events Design and execute the marketing of all cultivation events, working with the Associate Artistic Director to identify appropriate audience and to ensure that marketing accurately reflects the experience of the events.

Budgeting Create and execute budget for development activities. Create and track campaign income projections and assist Artistic Director in operating budget creation by accurately projecting and tracking contributed income for the year.

Database Management and reporting Oversee donor / patron database and create and maintain all donor reports to facilitate cultivation and stewardship for staff leadership and board.

Reporting: The Director of Patron and Donor Relations reports to the Artistic Director.

Rate and Schedule: This is a full time, salaried position.