



Director of Patron and Donor Relations

Profile Theatre Project, an Oregon not-for-profit corporation, doing business as Profile Theatre, invites applications for the position of Director of Patron and Donor Relations.

ORGANIZATION

Founded in 1997, Profile Theatre is one of the oldest continuously operating theaters in the state. Profile Theatre centers the entire season of first class productions and community engagement activities through the lens of the season-long Featured Playwright, whose unique vision broadens our perspective on the world and deepens our collective compassion. We do this through large-scale professional productions, our expansive In Dialogue program, and our signature Community Profile program. Profile has grown to be one of the most well-regarded theaters in Portland, with a reputation of bringing intelligence, excellence and passion to the stage. The Director of Patron and Donor Relations reports to Artistic Director Josh Hecht and is a key member of staff in ensuring a quality experience is had by everyone who comes through Profile's doors. See Profiletheatre.org for additional information.

POSITION AND RESPONSIBILITIES

Profile Theatre seeks an ambitious arts manager to serve as Director of Patron and Donor Relations. 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 designs and executes all outward-facing communication, creating an integrated communications strategy, and is responsible for ensuring that donors and patrons alike receive first-class service. Marketing responsibilities will include institutional branding and messaging, programmatic marketing, subscription campaigns, sales strategy and the oversight of front of house staff. Development responsibilities include designing and executing individual donor campaigns in consultation with the Artistic Director. The Director of Patron and Donor Relations is a key ambassador for the organization into the greater Portland community and will partner with the Board, Artistic Director and Director of Community Engagement to expand Profile's supporters.

The ideal candidate has a strong command of marketing and branding strategies; facility with online, digital and social media communications as well as traditional media; an eye for creating engaging special events for donors and patrons; will be knowledgeable and passionate about the performing arts and those who support it; and is a creative thinker with excellent written and verbal communication skills. The position is envisioned as growing with the organization. The ideal candidate has strong strategic and leadership skills, an entrepreneurial spirit, an ability to build relationships, a desire to grow the company, will be able to make a strong contribution to its resource development, and will be able to envision how the position and department might grow with the company. She/he/they has a polished, outgoing personality, is at ease networking, attending events, and being involved in a thriving cultural community.

Profile Theatre is an equal opportunity employer and strongly encourages women and people of color to apply, in keeping with its core values of inclusion and representation. Salary is \$40,000 plus competitive benefits. The position will be open until filled.

For a detailed job description, see our website:

<http://www.profiletheatre.org/get-involved/>

Apply To: jobs@profiletheatre.org

Please include a cover letter, resume and references.

No calls, please.

Posted April 19, 2019

Open until filled



Director of Patron and Donor Relations

The Director of Patron and Donor Relations is the primary point person for the 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 communications, individual donor cultivation “touch points” and the 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.

1. 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 Director of Community Engagement 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.

2. Development

Individual Donor Cultivation and Stewardship Direct all communications to individual donors, providing first-rate customer relations to all family members. With Artistic Director design avenues to deepen relationship between existing donors and the theater, resulting in larger commitments. With the Artistic Director design avenues for potential new

donors to learn about and intimately experience the theater.

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.

Special Events Design and execute the marketing of all cultivation events, working with the 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.

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