



Position: Manager – Corporate Sponsorship
Location: Calgary, AB
Corporate Website: theatrecalgary.com
Reports to: Director of Development

Theatre Calgary is seeking an experienced, enthusiastic, connected, resourceful team player who thrives in a fast-paced, hands-on, creative environment to be its Manager – Corporate Sponsorship.

The Organization:

“Theatre Calgary’s vision is to stand amongst the best theatres globally as a leader in innovative, impactful and diverse programming. Its mission is to stimulate, provoke and delight through ambitious programming created to ignite, local, national and international engagement.”

Theatre Calgary reflects the communities, the country, and the world we live in with ambitious programming, passionate community engagement, and extraordinary productions. As a result, we are one of the most recognizable arts and cultural institutions in Canada. For 50-years, we have focused our energy on providing our community with quality classic and contemporary productions, featuring the best talent on our mainstage. Today, we are Calgary’s largest professional theatre company and a proud supporter of local emerging artists with bold aspirations for the future.

Theatre Calgary is a model of strong fiscal management in the Canadian arts sector. With over 60 per cent of its operating revenue coming from non-governmental sources and a strong endowment fund, it is poised to enter its next stage of growth.

Position Description

The Manager of Corporate Sponsorship plays a key role in the Development team, through securing, maintaining and the stewardship of corporate sponsorship in support of Theatre Calgary productions, programs and events. The person in this role contributes to the overall success of the team as well as a positive and professional image of Theatre Calgary in the community.

Accountability

The Manager of Corporate Sponsorship reports to the Director of Development and works cooperatively with the Development team, staff and volunteers of Theatre Calgary to achieve organizational goals. In the execution of duties, this person will be responsible for a corporate portfolio within the larger team.

Key Responsibilities

Contribute to TC’s annual revenue goals by securing sponsorship support from corporations and foundations by developing and executing a sponsorship sales plan including full inventory of Theatre Calgary assets and valuation;

- Build and manage a portfolio of 50-100 prospects and sponsors
- Strategically and creatively establish activation platforms for potential and existing corporate partners that drive the business of both the theatre and client.
- Develop high value sponsorship collateral; proposals, gift agreements and sponsor communication materials, and ensure highest standard of management of sponsor communications
- Solicit sponsorship for Theatre Calgary productions, programs and events through customised proposals and face-to-face meetings
- Develop robust, best in class sponsorship partnership experiences within Theatre Calgary that position Theatre Calgary as the premier partner for investors
- Develop and maintain relationship management strategies for your portfolio
- Manage the sponsorship benefit fulfilment process for your portfolio
- Work in collaboration with the team to develop annual work plans and budgets to ensure that the team meets its annual target
- Work with other members of the team to ensure maintenance of Tessitura database

Experience and skills

- Post-secondary education
- Minimum of five years relevant sales experience in the sponsorship or entertainment fields
- Proven track record of meeting and/or exceed revenue target goals of more than \$500,000 per year
- Experience in developing high value propositions that meet or exceed partner expectations.
- Outstanding communication skills are essential for interactions with clients, operational leaders and other senior executives.
- Demonstrated professional sales presentation skills
- Strong communication skills both verbal and written

Theatre Calgary Representation

- Be knowledgeable about theatre—the season, and the resources required to produce the season; and
- Represent Theatre Calgary when speaking to theatre patrons, donors, sponsors, prospects and the public.

Other

- Bring creativity, professionalism and enthusiasm to the workplace; and
- Ensure that Theatre Calgary activities and events are of the highest standard by adhering to all charitable and ethical guidelines.

Candidate Attributes:

- A proactive and dynamic professional who inspires confidence and credibility;
- A genuine commitment to help grow an internal culture that values people and provides an opportunity for everyone to flourish.
- Dedicated to the principles of equal opportunity, cultural diversity, and broadening access to the arts.
- A strong results-oriented work ethic.
- A confident, calm, and tactful professional approach with an ability to deal with a wide variety of people and with changing internal and external conditions.
- A commitment to contribute to the Calgary community.

Compensation:

Theatre Calgary offers a unique and exciting work environment, a robust total compensation package and the opportunity for advancement and employee training. Salary commensurate with experience.

Commitment to Diversity:

Theatre Calgary is a member of the Professional Association of Canadian Theatres and operates within the jurisdiction of the Canadian Theatre Agreement.

Theatre Calgary is committed to an equitable, diverse, and inclusive workforce. We recognize that a diverse staff enriches the environment and culture of our entire organization and our larger community. As such, we are committed to removing barriers that have been historically encountered by some people in our society.

We strive to recruit individuals who will further enhance our organization's diversity. We welcome applications from all qualified persons and encourage all those who may contribute to the further diversification of our ideas and perspectives to apply.

How to apply:

Please submit your application by emailing your cover letter and résumé to: vtharakan@theatrecalgary.com