



JOB DESCRIPTION

Position: **Director of Marketing and Development**

Salary Range: \$62K to \$70K

Reports To: Managing Director

Schedule: Full Time

DESCRIPTION:

The Director of Marketing and Development is a key member of the organization's senior leadership team and is responsible for the timely development and implementation of the organization's marketing, public relations and advertising efforts as well as all fundraising efforts. Candidates will be initiative-takers and multi-taskers with proven records of exceeding performance goals, building positive relationships with colleagues, vendors, donors and volunteers, and creatively managing budgets and time. His/her enthusiastic commitment to the organization's mission, aligned with imagination and energy, will strengthen the brand and broaden the audience of The Musical Theater Project (TMTP).

DUTIES AND RESPONSIBILITIES:

- In collaboration with the Managing Director and the Development Committee of the board of trustees and within budgeted parameters, develop and implement an annual marketing plan and an annual fundraising plan for TMTP, including short- and long-term objectives, timelines and deliverables.
- Develop and implement strategies to maximize outreach to current and potential TMTP audiences and ensure increased participation in and support of TMTP's programs and performances.
- Secure philanthropic funding from foundations, individuals, corporations and associations within TMTP's immediate geographic area, statewide and nationally.
- To enhance program development and implementation: build and maintain strong, positive relationships with TMTP's collaborative partners (e.g., Cleveland Jazz Orchestra, Karamu House, etc.), government funders, foundation officers, current and potential individual and corporate donors, vendors, current and potential contractors and volunteers.
- Identify and cultivate relationships with major donor prospects, including legacy donors.

- Within the annual fundraising plan, develop an annual foundation calendar that includes submission and report deadlines; write and submit grant proposals and reports; and ensure attainment of financial goals according to the organization's annual operating budget. (Ensure maximum foundation support.)
- Regarding the Cleveland Foundation specifically, maintain a positive relationship with the staff person most closely aligned with Organizational Fund Partners, of which TMTP is a member.
- Build strong relationships with officers from government funding sources (e.g., Cuyahoga Arts and Culture, Ohio Arts Council) and ensure timely submission of all proposals and reports, including maintenance of all data required for such submissions.
- Create and manage annual calendars of both marketing and fundraising materials, including newsletters, press releases, articles and op-ed pieces plus written and electronic annual fund appeals to members, donor and potential donors; ensure addition of new prospect names for each appeal.
- Manage and maintain TMTP's donor database and shared drive of marketing and fundraising data, and ensure accurate and timely data processing, gift acknowledgement and reporting according to timelines set forth by the Managing Director and board of trustees.
- Plan and oversee all TMTP marketing and fundraising events, including but not limited to benefit events, donor cultivation or recognition events and awareness-building activities. Such management includes preparation of all budgets and timelines, vendor relations and oversight of volunteers.
- In collaboration with the Managing Director and Founding Artistic Director, maintain TMTP's website.
- Attend all TMTP performance activities and other events, including meetings of the board of trustees, regularly scheduled staff meetings and other activities assigned by the Managing Director.

QUALIFICATIONS:

- Bachelor's degree required
- Minimum five years' experience in nonprofit marketing and fundraising
- Strong interpersonal skills
- Excellent oral and written communication skills
- Organized and effective project manager, capable of managing multiple assignments simultaneously
- Proficiency with data and constituent record management and gift processing
- Proficiency with Donor Perfect is ideal but not required; familiarity with ticketing databases is a plus
- Familiar with Cleveland's philanthropic and educational communities
- Strong appreciation for the value and impact of American musical theater

BENEFITS: Group Health Coverage, Dental, Vision-70% premium covered by TMTP; Liberal PTO policy

HOW TO APPLY: Please submit cover letter and resume to: The Musical Theater Project, P.O. Box 16400 Rocky River, OH 44116 or email in .pdf format to info@musicaltheaterproject.org.

ABOUT THE MUSICAL THEATER PROJECT: THE MUSICAL THEATER PROJECT, (TMTP) was formed in 2000 to foster a deep appreciation of the American musical—and the social and cultural history surrounding it—by creating programs that educate as well as entertain people of all ages. Through its concert and cabaret series, *The Song Is You!*, and its school program, *Kids Love Musicals!*, TMTP serves 10,000 Northeast Ohioans each year. The organization reaches thousands more through its radio programs, *Footlight Parade* and *On the Aisle*, which are nationally syndicated on public stations and Sirius XM, and TMTP boasts a Grammy Award-winning label, Harbinger Records, focusing on musical theater and cabaret. All aspects of the organization are overseen by founder and artistic director Bill Rudman. The leadership team comprises Rudman, managing director Jack Warren and the Director of Marketing and Development.