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**DEVELOPMENT AND MARKETING LEAD**  
**PRISMA – Job Description – Nov 2017**

**JOB SUMMARY**

The Development and Marketing Lead works closely with the management team, the Musical Director and the Board to meet the development needs of the PRISMA Festival, whose annual operating budget is approximately \$600,000. This position works out of the PRISMA office and reports to the board of directors. Remuneration starts at \$3750 per month at a 75% Full Time Equivalency until the end of June, with a possibility for extension and enhancement as the festival grows.

The role has 3 distinct parts.

1. Private Sector Fundraising -- take the lead on development initiatives, coordinating and collaborating with the Music Director, staff, volunteers and Board to develop and strengthen the donor base for the organization. Additionally, there is a focus to grow the corporate sponsorships to support the operations of the Festival. The ideal candidate for this position is someone with experience in major gifts, a passion for classical music, and a creative and flexible mindset, someone who enjoys enabling others to express their enthusiasm for the PRISMA Festival by contributing financial resources. Excellent interpersonal and communication skills are essential.
2. Proposals and Grants – this position is responsible for locating appropriate grant opportunities and either writing the proposal, or working with a team to get proposals written and submitted by deadlines.
3. Marketing – oversee and/or implement a comprehensive marketing campaign for the 2-week PRISMA Festival, and other events throughout the year. Create and/or supervise social media inputs by specified timelines.

**REPORTING STRUCTURE**

This position works collaboratively as part of the management team, and reports to the board of directors.

**QUALIFICATIONS, SKILLS AND EXPERIENCE:**

- 5+ years' experience in development at another non-profit (including major gifts experience) and college degree in related field or equivalent
- Excellent verbal and written communication skills
- Ability to manage multiple projects at once, and to respond thoughtfully and calmly to shifting priorities
- Passion for classical music highly desirable
- Proficiency in Microsoft Office suite, Dropbox and Google Docs preferred
- Experience managing data and generating reports using Vendini or other patron databases highly desirable
- Experience with social media marketing tools
- Respect for and ability to maintain confidentiality of sensitive information
- Availability to work evenings and weekends as required
- Proven ability to create and implement marketing plans
- Past experience with proposal writing

*Exceptions to above may be made at the discretion of the Human Resources Committee.*

## **KEY DUTIES**

### **DUTIES AND RESPONSIBILITIES**

- Work closely with the Board's Liaison Committee to develop fundraising strategies, plans and specific initiatives for achieving and maximizing individual, corporate, and foundation donations. Coordinate with all Board members to leverage their business and social contacts to support fundraising initiatives.
- Proactively communicate with and support Music Director Arthur Arnold to maximize the impact of his contacts. Follow up with connections he makes, cultivate local prospects, capture information about prospective donors and other contacts. Create call lists and check in regularly to troubleshoot and follow through.
- Working closely with current membership liaison, help coordinate donor outreach, including inviting existing donors to concerts and events and cultivating relationships with stakeholders.
- Create organizational development calendar and timeline. Proactively communicate with staff, Board, and external vendors to ensure timely production and review of materials to meet deadlines.
- Serve as staff liaison for development initiatives with Board of Directors. Prepare reports and materials for board review.
- Coordinate with external graphic design/marketing team to create and disseminate solicitation materials and collateral for fundraising events and activities.
- Oversee and support staff and volunteers to prepare donor lists for concert programs, website and newsletters.
- Oversee and support staff and volunteers to manage the gift entry and acknowledgement process, ensuring accuracy and efficiency. Reconcile records with bookkeeping staff.
- Write grant applications and/or manage part-time grant writer to facilitate the corporate and foundation solicitation process.
- Other duties as assigned.

For more information please phone or text Lyn Adamson at 604-414-9634

Submit applications to [ladamson@prismafestival.com](mailto:ladamson@prismafestival.com) by noon on Monday, Dec. 11th.

Earlier applications may be reviewed as received.