

TheatreWorks

S I L I C O N V A L L E Y

Organization Overview

For 50 years, TheatreWorks Silicon Valley has produced award-winning theatre. Under the leadership of Founding Artistic Director Robert Kelley, Incoming Artistic Director Tim Bond, and Executive Director Phil Santora, TheatreWorks celebrates the human spirit and the diversity of its community, nurtures new work, champions arts education, and revitalizes great works of the past. TheatreWorks is committed to developing new works for the American theatre and has produced 70 world premieres and over 150 U.S. and regional premieres. TheatreWorks' season includes a mainstage series of eight plays and musicals serving approximately 100,000 patrons, a thriving New Works Initiative, and a collection of innovative education programs reaching 15,000 students every year.

With a reputation for artistic excellence, innovation, diversity, and integrity, TheatreWorks is Silicon Valley's leading professional nonprofit theatre company. TheatreWorks presents a year-round season of musicals, comedies, and dramas in the Mountain View Center for the Performing Arts and at the Lucie Stern Theatre in Palo Alto.

2019-2020 marked a milestone for the company. Beginning in June, when TheatreWorks received the 2019 Regional Theatre Tony Award. The following twelve months saw the company celebrate its 50th anniversary, hold the highest grossing gala in its history, launch a 5 million capital campaign, announce a new artistic director to succeed Robert Kelley, see the West End opening of the TheatreWorks world premiere of *The Prince of Egypt*, and cancelling one third of its programming in response to COVID 19. Despite the roller coaster of a year, the company projects ending 2019-2020 with a modest surplus.

As TheatreWorks completes its 50th anniversary, it is one of California's largest theatres, with 40 permanent staff members, a 30-member Board of Trustees, almost 8,000 subscribers, and an annual budget of \$11 million. A pioneer in diversity programming, a regular home to world and regional premieres, and a widely-hailed source of original new works for the American stage, TheatreWorks is the Tony Award winning, nationally-acclaimed theatre of Silicon Valley.

Position Summary

The Director of Development will play a prominent role in ensuring TheatreWorks' continued success and commitment to furthering its impact within the community by building upon a solid and varied

donor base to grow cash contributions of over \$3 million and in-kind contributions of approximately \$2 million annually. The Director of Development will develop and execute on TheatreWorks' diverse development strategy, manage department staff and structure, work closely alongside the marketing department, Executive Director, Education Director, and Artistic Director to direct organization-wide fundraising efforts, and collaborate with and grow the highly-engaged Board to support programming and access to high-quality performing arts programming. This person will report directly to the Executive Director.

Position Outcomes

A successful Director of Development will achieve the following outcomes within the first year of employment:

- Drive the design and implementation of a strategic fundraising plan to meet TheatreWorks' diverse revenue needs, with particular focus on growing individual giving initiatives
- Help create a plan to introduce the new Artistic Director to key stakeholders
- With Campaign Consultants, help complete the 50th anniversary capital campaign (currently at \$4.28 million out of a \$5 million goal)
- Develop new and leverage existing best practices around fundraising operations and stewardship, more fully utilizing existing systems and relationships to build stronger donor pipelines
- Effectively manage an independent portfolio of donors and leveraging the Artistic Director, Executive Director, and Board to maintain their own as well
- Hire and grow the skillsets of direct staff reports to further their investment in the work and ensure individual success

Key Responsibilities

In order to achieve the preceding outcomes, this individual will:

- Create and execute a comprehensive annual development plan with specific, quantifiable goals across a diversity of revenue streams
- Represent TheatreWorks at performances, events, and meetings with external constituents
- Identify and cultivate new potential individual, major donor, foundation, and corporate supporters
- Supervise and support TheatreWorks' overall development work alongside the Board, including helping to develop board strategies and communications, identifying prospects and regular participation in and reporting during meetings
- Collaborate effectively across the organization to ensure opportunities for collaboration with programs, marketing, and performances in alignment with the overall organizational vision
- Lead the development team to achieve ambitious fundraising goals through individual gifts, foundation and corporate support, events, and planned giving
- Directly supervise and mentor the development staff to fully utilize their strengths and ensure effectiveness within their roles
- Equip and mobilize the Board of Directors to play an integral role in fundraising, including regular and direct work with various committees

- Work closely with the Executive Director and Artistic Director to further their role and execution with the overall fundraising strategies

Qualifications

- At least seven years of relevant experience in nonprofit fundraising, including quantifiable success with a variety of revenue streams
- Experience building and executing strategies that identify and cultivate gifts from high net-worth individuals, corporations, and major foundations; ideally having secured five and six-figure gifts
- Excellent communication skills and an adaptable approach with a diverse set of stakeholders
- Strong management skills including the ability to inspire, motivate, influence, and hold staff accountable to ambitious goals and high standards
- Is a proactive and creative problem-solver with an ability to be both strategic and tactical when implementing solutions
- A self-starter with the ability to work independently and to roll up their sleeves as needed; bringing positive energy and a fun, flexible, and collaborative spirit
- Passionate about performing arts and TheatreWorks' mission and is able to share a compelling connection to this work
- Bachelor's degree or equivalent experience required

To Apply Please send a resume and cover letter, outlining how your skills and experience meet the qualifications of the position and stating how you heard about this opportunity, addressed to Phil Santora, Executive Director, at phil@theatreworks.org.

TheatreWorks offers a competitive salary, commensurate with experience and skills, and a generous benefits package including health insurance, a 403(b) retirement plan, paid time off, season tickets to TheatreWorks, friends and family discounts, and a creative and energetic environment. TheatreWorks is an equal opportunity employer committed to a diverse workforce.