Manager of External Relations

Date Posted: Sep 13, 2016
Application Deadline: Sep 26, 2016
Salary: $35,000 - $40,000
Province: Ontario
Region: Metro Toronto Area
City: Toronto
Term: Full-time

Organization Description
Tapestry Opera

In 2016 Tapestry was named "One of ten artists changing the artistic landscape of Canada" by the CBC. We are proud to be the creative and disruptive force in Canada’s opera renaissance. From our home in Toronto we commission, develop, and bring to life stories penned by such luminaries as Anne Marie MacDonald, Atom Egoyan, Colleen Murphy, Marjorie Chan, and Hannah Moscovitch to innovative and compelling music by such compositional leaders as Nic Gotham, Omar Daniel, Nicole Lizee, and James Rolfe. Although Tapestry is a 37-year-old company with strong government and private support, artistically, Tapestry is an alternative opera company. We strive to be the advance guard for opera, evolving and exploring the heart of the here and now through the powerful lens of opera. Tapestry is a leader in the indie opera movement, and is additionally the most prolific new works and experimental opera producer in Canada. Our shows are fresh, and our venues are intimate and compelling.

Job Description
Tapestry Opera is seeking a strong and flexible arts manager with excellent communication skills to take on the role of Manager of External Relations. Responsible for managing marketing and publicity as well as corporate, foundation, and project development, the Manager of External Relations will report directly to Tapestry’s General Manager and Artistic
Director, and will help shape and advance the company’s public “face”.

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**Reports to:** General Manager, Artistic Director

**Minimum Experience:** 3+ years of professional administration experience

**Scope of employment would include, but not be limited to:**

- Accountable for development goals in areas of corporate, foundation and project grants.
- Coordinating and assisting the General Manager & Artistic Director with government grants.
- Renewing existing and soliciting new support in corporate, foundation (and project support areas, where applicable).
- Ensuring a unified image and approach to written communications is used for all Tapestry external correspondence: newsletters, press releases, information packages, etc.
- Assisting in the coordination of donor cultivation events, along with the Manager of Patron Engagement and Individual Giving and the Tapestry staff.
- Attending all Tapestry shows, acting as a liaison with Tapestry’s patrons, subscribers and donors.
- Other responsibilities as assigned.

**Development:**

- Accountable for annual corporate and foundation development goals. The Manager of External Relations will be part of the annual planning and setting of goals and will
have a say in what those goals will be.

- With the assistance of Tapestry staff and board members, developing, implementing, and managing a strategy for foundation and corporate prospect identification and ongoing stewardship in an environment with minimal administrative support.
- Assisting the General Manager and Artistic Director with foundation and corporate cultivation and solicitation.
- Utilizing Foundation Search database, SUMAC, and other avenues, conducting ongoing research and ensuring that Tapestry's corporate and foundation prospect pipeline is robust and renewed for continued growth.
- Cultivating and stewarding direct relationships with corporate partners and foundations, often in coordination with members of the board or Tapestry staff.
- Responsible for creating individual cases for support and/or production/program fund proposals for prospective supporters, in collaboration with the General Manager and Artistic Director.
- Researching and developing in-kind partnerships to support the needs of Tapestry events.
- Assisting in managing Tapestry's donor data and database, keeping information on donors up to date and accurate.
- Ensuring tax receipts are processed for all corporate and foundation donors in a timely manner, and that supporters are provided with the recognition and donor benefits as per their qualifying donor level.
- Writing grant proposals and sponsorship materials.

Marketing:

- Managing and tracking expenses for Tapestry's annual Marketing budget.
- Managing advertisement buys and media partnerships.
- Collaborating with Tapestry staff to identify target audiences, and create imaging and key messages for Tapestry's marketing materials.
- Identifying advertising opportunities and facilitating listings and ad purchases, while coordinating designs with Tapestry's Marketing and Development Coordinator.
- With Marketing Coordinator, ensuring that marketing materials are documented and/or archived.
- Managing and assisting the Marketing Coordinator in finding cross-promotional partnerships for Tapestry events and arranging for reciprocal marketing where possible (flyers and list exchanges, e-blasts, website presence, etc.)
- Managing the editing and writing of marketing and publicity copy, e.g. press releases, brochures, flyers, listings and poster copy, with support from the Artistic Director
and General Manager.

- Managing Tapestry’s Marketing Coordinator in updating copy on Tapestry’s website, and overseeing any necessary design/format changes as they arise.
- Editing/writing company profile information, website copy and content, social media (twitter, facebook, and linkedin), annual reports.
- Maintaining online and print listings and update company and project descriptions.
- Overseeing Marketing Coordinator with gathering materials, editing, and laying out the house programmes for each production - ensuring acknowledgement agreements are met, and artists properly credited.

Public Relations:

- The first point of contact for Tapestry’s contracted Public Relations firm (Holmes Publicity) during the 2016/17 season.
- When necessary, assisting with the coordination of media bookings, media kits, and interview requests.

Other areas of responsibility:

- Participate in long-term Tapestry strategy sessions including company mission, vision and goals; help inform the strategic prioritization and realization of new projects and initiatives.
- Promote and help to build partnerships with community organizations, cultural service organizations, social service organizations, youth agencies.
- Attend Board of Directors meetings as needed, and interact regularly with the Board and Development Committee.
- Other duties as assigned.

How to Apply:
Please submit a cover letter and CV to Paula Forst, Tapestry’s Interim General Manager, at pforst@tapestryopera.com. We will be reviewing and contacting applicants as we receive submissions.

Contact Info:
Name: Paula
Telephone: (416) 537-6066
Telephone Ext.: 222
Email: applications@tapestryopera.com