

**Job Title**

Fundraising & Marketing Manager

**Organization**

Victoria Baroque Music Society

**Deadline**

June 30, 2023

**Organization Description**

Victoria Baroque Music Society (VBMS) is in its twelfth season presenting baroque music concerts in Victoria and neighbouring municipalities.

Annually, it presents 4-5 main season events at its home venue, plus additional smaller events in alternative venues, tours, and recordings. Its performers are professionals with extensive resumes within Canada and abroad. They come together under the VBMS banner to express their love and passion for this special music.

VBMS celebrates its connections to the community. We collaborate with other performing artists and groups and foster close relationships with educational establishments through whom we also develop local talent. We aim to be as authentic as possible in how we recreate Baroque period music, while at the same time adding a human, edgy touch to make it more accessible and relevant to today's audiences.

**Website**

<https://victoria-baroque.com/>

**Job Description**

Fundraising & Marketing Manager (FMM) works collaboratively with the Artistic Director, focusing on fundraising efforts, donor contributions, marketing and publicity.

The role will develop over time and responsibilities will flex according to production season requirements and strategic priorities. Accelerating our fundraising efforts and donor contributions will be the initial (though not exclusive) imperative.

The FMM:

- • develops strategies and actions to increase Victoria Baroque's visibility in the community through local media, marketing and social media.
- • works with the Artistic Director to identify and submit grant applications to support Victoria Baroque's activities.
- • may be involved in performance production including advertising, concert organization and performance front of house.

The role will develop over time in line with strategic priorities and activities be responsive to requirements of the performance season.

The work will be mostly remote, with some attendance at our office in downtown Victoria, and attending performances.

## **Responsibilities**

The FMM's key responsibilities include:

- work with the Board and AD and be responsible for fundraising activities (including grant writing)
- develop donor relations and opportunities and manage donor databases and development tools
- collaborate with the AD to develop a marketing strategy and schedule around the concert calendar
- liaise with media outlets and identify new opportunities to publicize VBMS
- develop and lead VBMS's social media presence and activities
- contribute to, and direct, print and web media content and production
- attend Board Meetings as required and report on progress and major developments

Time permitting, the FMM may also be required to help manage concert administration (including ticketing and customer service) and attend and assist in concert front-of-house operations.

## **Qualification**

The successful candidate will be familiar with the Greater Victoria area and its performing arts scene.

They must be:

- able to demonstrate a fundraising track record (including researching and proposal writing for donors, grant writing, donor relations and managing donor databases e.g., CanadaHelps).

- knowledgeable of not-for-profit principles and best practices.
- creative, able to generate compelling marketing materials and campaigns (inc. social media).
- proficient in MS Office, back-office functions, and platforms such as Mailchimp.
- organized and have excellent interpersonal and written communication skills.
- Ideally, they will be:
- connected to local influencers and media, able to foster relationships and promote VBMS.
- expected to diversify and play a leading role in developing strong relationships with all stakeholder groups i.e., donors, sponsors, and audiences.
- enthusiastic and share a passion for our music, and keen to embrace VBMS's mission and values.

A formal qualification in marketing and communications is not required but would be considered an asset.

## **How to Apply**

All interested applicants should send a resume and cover letter to victoria-baroque@shaw.ca by June 30. In the cover letter, candidates should highlight how they meet the eligibility requirements of the position.

Two references are required on request.

VBMS hires based on merit and is committed to employment equity, diversity, and inclusion. It welcomes applications from women, racialized persons/persons of colour, Indigenous peoples, persons with disabilities, persons of all sexual orientations and gender identities, and others who may contribute to the further diversification of ideas.

## **Remuneration**

\$1,800 fixed fee per month (assuming an average of 15 hours per week)

## **Region**

Metro Victoria

## **Job Status**

Part Time

## **Contract**



**Contact Name**

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