



210A – 12A Street North, Suite 111
Lethbridge, Alberta T1H 2J1
(403) 381-9378
newwesttheatre.com

GM Job Description

November 10, 2018

Marketing & Promotion

- Develop and administer production marketing (print, television, web, social media, radio, etc).
- Develop and administer season marketing (print, subscriptions, television, Season Launch, web, social media, radio, mail outs, bill boards, etc).
- Develop and administer long-term company marketing (build connections to greater Alberta arts organizations, and patrons, through various events and tradeshow: Emerge, Drama Works, Playworks Inc, ATP Blitz, etc).
- Book all media coverage and liaise with media contacts.
- Create template for posters, programs, brochures and work with Artistic Director and Designer for creation of final product.
- Speak for the company at all media events with the Artistic Director.
- Develop other internally created media (backstage videos, interviews, commercials, etc).

Administration & Management

- Develop and monitor budgets for administrative operations, in collaboration with Artistic Director and Financial Officer.
- Administer office day to day (answering phone, managing info email account, liaise with patrons, liaise with Ticket Centre front line staff).
- Work directly with FOH staff and volunteers.
- Work with Printing Services.
- Collect raw data about patrons and donors to use for future planning.
- Maintain media archives (photos, video, news clippings, posters, programs, etc).
- Develop audience (finding new audiences, keeping current audiences, track patron trends).
- Maintain subscriber base and foster relationships.
- Develop outreach programs (Q & A, Tea & Tours, Student Pricing, Group Purchases).
- Maintain and grow *Grapevine* email list, Twitter and Facebook page.
- Ensure all accepted contracts are signed and returned to NWT offices.
- Work with the U of L to foster relationships and take advantage of co-op and intern opportunities.
- Collaborate with Artistic Director in the overall management of the company.
- Chair all production meetings. Attend all company events.

- Film archival videos of each production.
- Book all Yates and non-Yates rehearsal spaces, performance spaces, accommodations and travel.
- Liaise with CAEA and applies for archival filming requests, use of guest artists, and reporting.
- Oversee set up and strike of productions.
- Oversee opening night receptions with Artistic Director.

Fund Development

- Private Donations:
 - Administer Individual Donor Program.
 - Plan and implement donation theme (season by season).
 - Cultivate relationships with donors (thank-you letters, holiday cards, tax receipts) with AD.
- Corporate Donations:
 - Administer Corporate Donor Program.
 - Apply to corporations for donations.
- Fundraising Events:
 - Work with the Board of Directors toward the creation and administration of annual fundraising event.
- Grants:
 - Apply to grants with Artistic Director and Financial Officer.
 - Build and Foster relationships with granting organizations.
- Lotteries and Charities:
 - Purchase gaming license for 50/50 draw and all liquor licenses.
 - Oversee raffle final reporting with Financial Officer.
 - Work with and learn the rules and regulations of the AGLC.
- Sponsorships:
 - Develop sponsorship recognition program.
 - Find new corporate sponsors.
 - Work with existing sponsors to make sure their needs are met and continue on as sponsors.

Reporting & Advocacy

- Build and foster relationships with municipal, provincial and federal governments and governmental agencies.
- Represent NWT to the general public & be a champion for our needs.
- Report to the Board of Directors monthly on theatre operations.
- Work closely with the Board and Artistic Director on developing and initiating company strategies. Provide vision and direction as part of the team.
- Sit on several board committees.