

## ROLE STATEMENT

**Position Title:** Patrons Manager, Toronto International Festival of Authors

**Department:** TIFA

**Reporting to:** Chief Development Officer, Harbourfront Centre

**Works with:** TIFA Board of Directors, Director and staff, existing and prospective Friends, Patrons & Patron+ members

**Type of Employment:** Full-Time

### **Summary of Function:**

Reporting to the Chief Development Officer, the Patrons Manager will work closely with the Director, Board of Directors and all TIFA staff to develop and maintain the TIFA Patrons program to maximize Patrons' engagement and income potential. The role is responsible for managing a portfolio of current and prospective Patrons (including Friends, Patrons and Patron+ members), and ensuring that donors are stewarded, fully engaged with TIFA, and encouraged to renew or increase their support year over year.

## DUTIES

### **Strategy**

- Work closely with the Chief Development Officer to plan and implement an effective strategy for the TIFA Patrons Program, in order to meet annual income and new business targets, and encourage Patrons to continue to deepen their involvement with TIFA.
- Ensure the overall efficiency of day-to-day operations of the Patrons program, identifying opportunities to streamline processes wherever possible and implement their delivery across the organization. This includes: systems for responding to queries; research; the capture and recording of up-to-date constituent data; optimizing the use
- With the Chief Development Officer, be the principal point of contact in delivering the annual program of Patrons prospecting and servicing events.
- Support the Chief Development Officer in undertaking ongoing reviews and benchmarking exercises of the Patrons scheme that consider how TIFA can best deliver a successful program.

### **External Relationships and Fundraising**

- Recruit new Patrons at all giving levels over the telephone, in person, by email, and in writing.
- Develop strong relationships with existing Friends and Patrons.
- Manage an individual portfolio of current and prospective Patrons, progressing their relationships with TIFA in accordance with agreed strategy.
- Ensure first-class donor stewardship, adhering to best practice and TIFA policy, and provide excellent customer care by responding to queries swiftly, effectively, and courteously.
- Work closely with the Chair and members of the TIFA Patrons Executive Committee and other external volunteers, to support their work on behalf of the Patrons program.
- Attend Patrons events welcoming Patrons and their guests and helping to host the occasions.

**Internal Relationships and Collaboration**

- In collaboration with the Chief Development Officer and colleagues across TIFA, identify and capitalize on opportunities to further engage current Patrons of all levels and foster awareness of the Patrons scheme amongst supporters of other areas of activity at TIFA.
- Build and maintain working relationships with colleagues in TIFA and across Harbourfront Centre, promoting the objectives of the TIFA Patrons and ensuring productive cross-team liaison.
- Build and maintain working relationships with TIFA Director, and help manage and facilitate the Director's involvement in the Patrons program.

**Operational**

- Implement the agreed strategy for renewing Patrons on time, with the aim of meeting annual targets for donor retention.
- In collaboration with the Chief Development Officer, be the primary liaison person to plan and deliver the annual program of Patrons events, as well as any other specific Patron recruitment events.
- Ensure that all communications relating to Patrons events is timely and that events are delivered on budget, and to the expected standard. With TIFA Marketing team, oversee the planning and implementation of an annual program of scheduled communications with Patrons – including regular e-bulletins and an annual Patrons Report – and ensuring that they align with the agreed departmental marketing plan.
- Oversee income on a weekly basis and provide regular financial reports to the Chief Development Officer to help direct the overall Patrons strategy.
- Keep up-to-date with practice in the field.
- Ensure donor records are kept current and accurate (using the Tessitura database).
- Capture and record any relevant information about Patrons.

**Other**

- Other duties as assigned

**Work, Health and Safety (WH&S)**

- All staff are required to take reasonable care of their own health and safety and that of other personnel (including volunteers and interns) who may be affected by their conduct.

**SKILLS & REQUIREMENTS****Essential Criteria**

- Experience and a personal track record in face-to-face fundraising and donor development, preferably in the arts sector, or comparable high-value client-focused experience.
- Experience and proven ability to work with high-level donors and senior volunteers (or similar related experience).
- Commitment to donor stewardship at the highest level.
- Ability to deliver fundraising targets, and familiarity with financial tracking.
- Experience of organizing and hosting social events in a work context, e.g. for donors/clients.

- Excellent written and verbal communication skills, with the ability to create a compelling case for support and to communicate this effectively – both face-to face and in writing.
- Excellent interpersonal and relationship-building skills, with the ability to liaise confidently and diplomatically at all levels – both externally and internally.
- Excellent time and project-management skills, with the ability to juggle competing priorities and deliver to deadlines.
- Entrepreneurial, proactive, and self-motivated, with a demonstrated desire to achieve results, and an enthusiasm for working in a fast-paced arts environments.
- A team player, able to work collaboratively, positively, and creatively with colleagues to achieve shared goals.
- A flexible approach to work, with the ability to work outside standard hours as required.
- Understanding of the principles of equality and diversity and the ability to apply and promote these in practice at work.
- High degree of computer literacy, with knowledge of Windows-based applications including Word, Excel, PowerPoint, and Outlook, as well as relationship databases and internet applications.
- Knowledge of trends, techniques, and best practice in fundraising and external relations.
- Interest in, and commitment to, the work of the Toronto International Festival of Authors.

**Desirable Criteria**

- Knowledge of, and experience in, the arts sector – in particular the field of literature.

**Working Conditions**

- Job may involve evening and weekend hours, as well as some travel.

**APPLY****Acceptable applications must include:**

- A current resume
- Responses indicating how you meet each of the essential criteria
- A cover letter including salary expectations

**Please quote Job Reference # 20F04-IP****Qualified applicants are invited to apply by: February 14, 2020****E-mail: [jobs@harbourfrontcentre.com](mailto:jobs@harbourfrontcentre.com)**

Harbourfront Centre is committed to building a diverse workforce and strongly encourages qualified applicants from all backgrounds to apply. Acceptable applications will include a resume, a statement of reasons for wishing to change jobs and demonstration of how the employee's skills and experience correspond to the listed job qualifications. Please refer to the recruitment policy for additional details. Suitable accommodations will be available upon request during the hiring process.