

Corporate Relations Manager

DEPARTMENT: Philanthropy
REPORTS TO: Assistant Director, Institutional Giving
LOCATION: La Jolla, CA on the beautiful campus of the University of California, San Diego
STATUS: This is a full-time, exempt (salary) position, eligible for a full array of benefits including health insurance and 403(b) retirement plan
PAY: \$63,000-\$70,000 annually

POSTING DATE: March 2022
TO APPLY: Submit a cover letter and resume to resumes@ljp.org. Please include in the subject line - "Corporate Relations Manager"

ORGANIZATION OVERVIEW

La Jolla Playhouse is a place where artists and audiences come together to create what's new and next in the American theatre, from Tony Award-winning productions, to imaginative programs for young audiences, to interactive experiences outside our theatre walls. Founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse is currently led by Tony Award winner Christopher Ashley, the Rich Family Artistic Director of La Jolla Playhouse, and Managing Director Debby Buchholz. The Playhouse is internationally renowned for the development of new plays and musicals, including mounting 105 world premieres, commissioning 60 new works, and sending 33 productions to Broadway, garnering a total of 38 Tony Awards, as well as the 1993 Tony Award for Outstanding Regional Theatre. These works include the Broadway hits *Come From Away*, *Diana* and *Memphis*, all directed by Ashley; *The Who's Tommy*; the Pulitzer Prize-winning *I Am My Own Wife*; and *Jersey Boys*.

La Jolla Playhouse is committed to diversity in all areas of our work, on and off stage. We lead with our values and encourage individuals with unique perspectives to apply. La Jolla Playhouse is proud to be an Equal Opportunity Employer (EOE).

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STATEMENT OF JOB

The Corporate Relations Manager secures corporate sponsorships and corporate foundation support for Playhouse productions, Learning and Engagement initiatives and Gala. This front-line fundraiser will manage the primary portfolio of corporate donors and spend a majority of their time visiting current and potential donors, cultivating and stewarding current and future supporters, networking at Chambers of Commerce and authoring and submitting proposals and grants. This position leads the Innovation Night fundraising event – securing sponsorships and individual ticket sales to meet stated goals, coordinating with special events to plan and execute the evening, and coordinating the promotional campaign and displays for the Innovation Gallery. This position will collaborate with Assistant Director, Institutional Giving on foundation, government and corporate strategies and advocacy.

ESSENTIAL JOB DUTIES

To increase support from current donors, broaden the base of corporate support overall and build a wide-range of partnerships that will mutually benefit the Playhouse and the corporate/business community. The Corporate Relations Manager will work closely with the Philanthropy team, Managing Director, Board Members and Committee leadership to maximize corporate, Gala and Innovation Night support by:

FUNDRAISING (85%)

- Manage a portfolio of approximately 150 current and prospective corporate donors.
- Identify new prospects, research their capacity to be involved, strategize the best approach to solicit, author proposals or grants to solicit support, steward relationships and renew gifts on an annual basis. (50%)
 - Write corporate proposals, sponsorship requests and corporate grant applications--submitting appropriate reports in a timely manner to develop and increase support.
 - Design and implement specific Corporate Giving programs for Playhouse productions and related programming, Learning & Engagement initiatives, Gala and Innovation Night to maximize giving.
 - Determine appropriate membership levels, sponsorship opportunities and benefit packages to achieve annual corporate, Gala and Innovation Night revenue goals.
 - Work with appropriate members of the Board and, in particular, those that serve on the Corporate and Innovation Night Committees, to maximize corporate prospecting and support.
- Lead role in planning the annual Innovation Night event – including renewal of corporate sponsorships and host committee members, planning promotional campaigns, planning the Innovation Night Gallery and marketing of single ticket sales. (25%)
- Act as the public face of the Playhouse in the corporate community, representing the Playhouse at outside functions, including San Diego Regional Chamber of Commerce, North San Diego Business Chamber and other similar groups. (5%)
- Plan and develop industry-specific networking events to enhance corporate support. (5%)
- Other duties as assigned.

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STEWARDSHIP (15%)

- Ensure corporate donor benefits and recognition are fulfilled on a regular basis.
 - Corporate Events – many corporate sponsors are promised events and/or visibility at La Jolla Playhouse. The Corporate Relations Manager works with our contacts at each company to help them plan their engagement. (Note: our special events team manages the logistics of the event – but you are managing the relationship with our donor, facilitating the important requests.) (5%)
 - Concierge Ticketing for Corporate Sponsors. Along with the Institutional Giving Coordinator, fulfill and track requests from corporate sponsors for complimentary tickets promised and work with Patron Services to fulfill them. This might be for productions at La Jolla Playhouse, or House Seats on Broadway and beyond. (5%)
- Update Tessitura database as needed to track stewardship of donors within our “Plans” for each. (5%)

REQUIREMENTS & PROFICIENCIES

- Knowledge of direct solicitations, **fundraising** principles and techniques and experience working with volunteers and donors.
- Self-directed, **entrepreneurial** spirit; willingness to try new ideas.
- Knowledge of the regional **corporate community** strongly preferred.
- Regular and predictable **on-site** attendance.
- **Flexibility** and **adaptability** are core to success in our philanthropy department.
- **A positive attitude** and spirit of teamwork.
- Alignment with the **values** of La Jolla Playhouse.
- A commitment to uphold and support the Playhouse’s **Anti-Racism Action Plan**.
- Of utmost importance for this role, the selected candidate must have excellent **organizational skills**.
- A high level of **attention to detail** and the desire to achieve excellence in all endeavors.
- Ability to **meet firm deadlines**, particularly in regards to grant submissions.
- A supreme **multi-tasker** with the capacity to work comfortably in a fast-paced and ever-changing environment on multiple, ongoing projects.
- **Analytical skills** to evaluate grant opportunities and parse through details and requirements for grant submissions.
- Excellent **verbal and written communication skills**, including superior composition, typing and proofreading skills.
- Ability to assess situations and independently develop a plan of action.
- Ability to interact in a courteous and productive manner with all levels of staff and volunteers, from Board of Trustees to middle management to junior levels.
- Proficiency in Microsoft Word, Excel, PowerPoint and Outlook a plus.
- Knowledge of Tessitura fundraising software a plus.
- Ability to work with highly confidential information in a professional and ethical manner.
- **Availability to work select nights and weekends**, specifically related to Philanthropy events.
 - Work the following special events: Gala, Innovation Night and Six Opening Nights.
 - Work at other Special Events, including corporate-focused events, as required.
- Passion for the arts – and more specifically, theatre!
- Being fully vaccinated against COVID-19 by an FDA approved vaccine is a condition of employment