



**DALLAS  
THEATER  
CENTER**

2400 Flora Street Dallas, Texas 75201  
www.dallastheatercenter.org

## **Chief Advancement & Revenue Officer**

**Job Title:** Chief Advancement & Revenue Officer  
**Department:** Advancement & Revenue (Development; Marketing, Sales & Communication; Public Works)  
**Reports To:** Executive Director  
**Prepared Date:** October 9, 2023  
**Classification:** Salaried, Exempt  
**Salary:** \$115,000-\$140,000

### **MISSION STATEMENT**

The mission of Dallas Theater Center is to engage, entertain and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, educational programs, and other initiatives that are of the highest quality and reach the broadest possible constituency.

### **EQUITY, DIVERSITY, AND INCLUSION STATEMENT**

ALL ARE WELCOME!

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond.

We stand up for equity, diversity and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

\*For complete statement, please see final page of this posting

### **POSITION SUMMARY**

The Chief Advancement & Revenue Officer is responsible for successfully leading and implementing all of DTC's revenue generating activities, including contributed and earned revenue, and external relations activities, including individual, corporate & foundation cultivation; marketing, sales, PR and social media efforts; education and community engagement programs; and volunteer opportunities. They will serve as a member of the senior leadership team, reporting directly to the Executive Director/CEO, and oversee the company's Development; Marketing, Sales & Communications; and Public Works (education & community engagement) departments. The position will be responsible for integrating the theater's marketing, development and community engagement functions into a comprehensive vision of patron relations that strengthens and grows DTC's impact through expanded participation, increased revenue and greater visibility throughout the community. The officer will be responsible for conceiving and implementing all strategic plans related to growing and sustaining donors, audiences, participants, and volunteers for DTC. They will collaborate with the theater's board and staff to create and implement an inspiring vision for the company which places community at the center of the theater's work. The officer is a leading participant in the theater's budgeting and season planning processes. This is an exempt, salaried position, with a full benefits package including medical, dental and vision insurance and paid time off. This position works onsite Monday-Friday at DTC's offices and/or at public facing meetings and cultivation events. Some flexibility for occasional remote work may be available with prior approval of the executive director. Some evenings and weekends will be required throughout the year, as needed.

### **KEY RELATIONSHIPS**

- Executive Director
- Board of Trustees
- Director of Development

- Director of Marketing, Sales & Communication
- Director of Public Works
- Artistic Director
- Director of Finance and Operations
- Director of EDI & People Operations
- Artistic Producer
- Director of Production
- Marketing, Development and Public Works Teams
- Major Donors
- External Community Stakeholders

### **ESSENTIAL DUTIES**

- Guide vision and strategy to identify, grow and sustain donors, audiences, participants and volunteers for DTC.
- Lead the efforts to raise at least \$3.5 million annually through corporate, individual and foundation giving for the Annual Fund, with meaningful assistance from the Executive Director/CEO and the Board of Trustees.
- Oversee earned revenues of at least \$3.5 million in ticket sales and \$300,000 in education, community engagement and other earned income.
- Oversee donor cultivation and stewardship of individuals, corporations and foundations to deepen existing donor relationships and expand support for DTC.
- Oversee audience cultivation to expand and diversify DTC's audience and maximize revenue.
- Oversee DTC's Department of Public Works (education & community engagement) to expand participation, develop new sustainable revenue, and enhance the bond between participants and the institution to deepen engagement and increase revenue.
- Serve on DTC's Senior Leadership Team and participate in season planning and long-range strategic planning.
- Attend board meetings and liaison with board committees, ensuring that board members are engaged.
- Collaborate and coordinate with all departments to ensure consistent messaging and branding throughout the organization in all materials and online.
- Plan and evaluate marketing, fundraising, and education/community engagement plans for the organization's immediate and long-term future.
- Effectively lead the Marketing, Development and Public Works departments' operations, budgets, and income forecasts.
- Perform work in a manner that is consistent with DTC's Mission, Vision, and Values.
- Be an active participant in DTC's work towards equity, diversity and inclusion and becoming an anti-racist organization.
- Serve as an external ambassador for DTC to grow awareness of and support for DTC within the Dallas community.
- Other duties as needed or assigned.
- This position works onsite Monday-Friday at DTC's offices and/or at public facing meetings and cultivation events. Some flexibility for occasional remote work may be available with prior approval of the executive director.
- Must be available on some nights and weekends, as needed.

*This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments.*

### **SKILLS AND KNOWLEDGE REQUIREMENTS**

- Visionary leadership;
- Proven experience in non-profit fundraising and management;
- Ability to prioritize multiple tasks and meet deadlines;
- Strong leadership skills that include identifying, retaining and developing staff members; empowering others to succeed; and ensuring accountability;
- Ability to engage a diverse staff and leadership to promote trust, collaboration, and partnership across departments and levels of leadership;
- Ability to engage communities of color and LGBTQ+ communities successfully;
- Excellent communication and writing skills;
- Project and budget management skills;
- Strong diplomacy skills and ability to maintain confidentiality;

- Ability to be comfortable in social settings;
- Demonstrated commitment to equity, diversity and inclusion;
- Professional, courteous demeanor, positive attitude, and a collaborative spirit;
- An appreciator of theater and an advocate for its value for the community;
- Knowledge of and love for the value of arts education;
- Broad understanding of the operations of a professional performing arts organization;
- Excellent computer skills, including Microsoft Office and database management, specifically Tessitura, a plus.
- This position works onsite Monday-Friday at DTC's offices and/or at public facing meetings and cultivation events. Some flexibility for occasional remote work may be available with prior approval of the executive director.
- The person in this position needs to regularly move about inside and outside the office to cultivate stakeholders, and must be able to remain in a stationary position for up to three hours.

#### **EDUCATION AND EXPERIENCE**

- Bachelor's Degree, required; master's degree, preferred;
- A minimum of 5 years of executive level experience, preferably in nonprofit management, coupled with past leadership experience representing the organization to external audiences;
- Demonstrated fundraising success for a non-profit organization, with a strong preference toward experience in the performing arts;
- Experience in developing new audiences and/or non-profit marketing, sales and communication;
- Arts education and/or community engagement experience, preferred;
- Demonstrated understanding of cultural values and norms of various communities represented in the area, particularly communities of color and LGBTQ+ communities.

Dallas Theater Center is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized because of such a request.

#### **HOW TO APPLY**

Please submit resume and cover letter via email to [hr@dallastheatercenter.org](mailto:hr@dallastheatercenter.org) with **Chief Advancement & Revenue Officer** in the subject line.

#### **ABOUT DALLAS THEATER CENTER**

One of the leading regional theaters in the country and the 2017 Regional Theatre Tony® Award Recipient, Dallas Theater Center (DTC) performs to an audience of more than 100,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its season at the Dee and Charles Wylie Theatre, and at its original home, the Kalita Humphreys Theater. DTC is one of only two theaters in Texas that is a member of the League of Resident Theatres, the largest and most prestigious non-profit professional theater association in the country. DTC produces a six-play subscription series of classics, musicals and new plays and an annual production of *A Christmas Carol*; education programs, including the Award-winning Project Discovery and a significant partnership with Southern Methodist University's Meadows School of the Arts; and many community collaboration efforts with local organizations. In 2017, DTC's Department of Public Works launched a groundbreaking community engagement and participatory theater project designed to deliberately blur the line between professional artists and community members, culminating in an annual pageant featuring over 200 Dallas citizens performing a professional production. Throughout its history, DTC has produced many new works, including recent premieres of *penny candy* by Jonathan Norton; *The Supreme Leader* by Don X Nguyen; *Moonshine* (later retitled as *Shucked* on Broadway) by Robert Horn, Brandy Clark, Shane McAnally; *Miller, Mississippi* by Boo Killebrew; *Hood: The Robin Hood Musical Adventure* by Douglas Carter Beane and Lewis Flinn; *Bella: An American Tall Tale* by Kirsten Childs; *Clarkston* by Samuel D. Hunter; *The Fortress of Solitude* by Michael Friedman and Itamar Moses; *Giant* by Michael John LaChiusa and Sybille Pearson, and many more.

As a member of The League of Resident Theaters (LORT), DTC operates under the LORT agreement with Actors' Equity, the Stage Directors and Choreographers Society and United Scenic Artists.

## **ABOUT THE DALLAS COMMUNITY**

Dallas is a richly diverse modern metropolis in north Texas and is a commercial and cultural hub of the region. Over the years it has become a melting pot of cultures, religions, and lifestyles. This important convergence of uniqueness and differences is reflected throughout the sights and sounds of the city. Dallas' authentic arts, music, food, places of worship, historic landmarks and urban lifestyle all contribute to the city's makeup. Located in the northeast corner of downtown Dallas, the Dallas Arts District is the largest contiguous urban arts district in the nation, spanning 68 acres and 19 contiguous blocks. This iconic neighborhood has more buildings designed by Pritzker award-winning architects than any location in the world. Dallas Arts District unifies culture and commerce with integrated and exemplary artistic, residential, cultural, educational, recreational, religious, and commercial life. Downtown's Sixth Floor Museum at Dealey Plaza commemorates the site of President John F. Kennedy's assassination in 1963. In the Arts District, the Dallas Museum of Art and the Crow Collection of Asian Art cover thousands of years of art. The sleek Nasher Sculpture Center showcases contemporary sculpture. The Perot Museum of Nature and Science sparks the imagination through a world of scientific wonders. Performing arts venues based in the Arts District include the AT&T Performing Arts Center, Moody Performance Hall, Meyerson Symphony Center, Winspear Opera House, and the Wylie Theater. These beautiful venues feature the work of such notable Dallas-based performing companies as the Dallas Opera, Dallas Symphony, TITAS/Dance Unbound, Dallas Black Dance Theatre and Dallas Theater Center, as well as touring productions from across the nation. Dallas is home to six professional sports teams including the Dallas Cowboys, Dallas Mavericks, Dallas Stars, Texas Rangers, Dallas Wings and FC Dallas. It is also host to several major sporting events like the Mexico National Team, college football games, e-sports competitions and more. In addition, the State Fair of Texas which takes place for over three weeks each fall at Fair Park in Dallas is the longest running fair in the nation as well as one of the largest.

## **EQUITY, DIVERSITY, AND INCLUSION FULL STATEMENT**

ALL ARE WELCOME!

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond. We stand-up for equity, diversity, and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

- **EQUITY** means recognizing that not everyone starts at the same place, addressing inequities in access and opportunity, and allowing for full and fair participation.
- **DIVERSITY** means acknowledging and respecting human qualities that are different from our own and outside the groups we are a part of or with which we are associated. These qualities include but are not limited to: ethnicity, race, color, country of origin, sex, gender, gender identity or expression, age, sexual or relationship orientation, family structure, religion, beliefs, political affiliations, experiences and ability differences.
- **INCLUSION** means honoring and accepting the gifts, backgrounds, experiences, and wisdom that every individual brings with them, so that every stakeholder feels valued by Dallas Theater Center. Our stakeholders are staff, artists, board members, donors, audiences, and community members.

We will strive to create a culture of inclusion where individuals can thrive and succeed, are able to participate in and contribute to the progress and success of Dallas Theater Center while growing both professionally and personally.

We recognize and value individual differences, and we acknowledge structural and systemic racism and other access barriers that prevent full and fair participation of people outside the dominant culture and power dynamics. We acknowledge the complexities of becoming a fully inclusive and anti-racist organization, and we accept the challenge to build an organization where full and fair participation is the norm.

We commit to providing fair treatment, access, opportunity, and advancement and to creating space for culturally diverse voices to be heard and power to be shared. Together, we are even better.