



## COMMUNICATIONS & DEVELOPMENT MANAGER - JOB DESCRIPTION

<b>Reporting to:</b>	Executive Director
<b>Direct Reports:</b>	Seasonal Marketing Coordinator, Seasonal Graphic Designers, Seasonal Publicist
<b>Location:</b>	Vancouver BC, Granville Island
<b>Term:</b>	Full-time, 37.5 Hours a week
<b>Salary:</b>	\$60,000-\$65,000 per annum

### Background

Fringe Festivals serve as an inclusive space for all artists, whether emerging or established, providing a space for them to showcase their work. Main stage performances are uncensored, meaning the artists are chosen through a lottery draw. Artists pay a proportionate fee to participate and receive subsidies that cover the remainder of costs. Artists also receive all the profits from ticket sales. This 'artist-first' approach fosters an environment of true creativity and experimentation.

The Vancouver Fringe Theatre Society was formed in 1983 by a group of local artists who had a common goal: to provide a platform for independent artists. The society held its first Fringe Festival in 1985. We now hold the annual Vancouver Fringe Festival every September. Through our work we aim to foster a dynamic community of independent and emerging live performance through artistic development, arts advocacy, and the platform of an annual Festival.

The administrative office of the Fringe Festival is located on the unceded territory of the Musqueam, Squamish, Tsleil-Waututh Nations, on a place known as Senákw.

For more information about the Vancouver Fringe Festival, please visit:

<https://www.vancouverfringe.com>

### The Role

The Communications & Development Manager is responsible for the voice of the organization, including high-level communications strategy as well as assisting in developing and implementing the fund development strategy. They set the standard for written communications, ensure consistency across multiple platforms, and work to develop a compelling voice for the organization. The Communications & Development Manager ensures we can effectively tell the story of the Fringe and raise the funds necessary to flourish.

## **Key Responsibilities**

### **Communications & Marketing**

- Develop and implement a brand guide and compelling voice for communications
- Ensure philanthropic communications are implemented across all channels
- Manage and craft year-round communications including electronic newsletters, fundraising appeals, donor communications and sponsorship proposals
- Direct seasonal marketing team to develop visual assets and marketing materials, and coordinate press coverage, effectively telling the story of the Festival
- Coordinate high-level media and marketing campaigns during the Festival
- Manage year-round marketing activities, meeting sales targets and tracking campaigns
- Develop a social media strategy with support from Seasonal Digital Marketing Assistant to engage audiences and donors
- Ensure campaigns fit budget expectations, see maximum return on investment

### **Granting & Foundations**

- Research and identify new grant opportunities aligned with organizational priorities
- Manage applications for grants and foundations, maintaining submission calendar and deadlines
- Assist with writing applications and proposals, along with Executive Director and Managing Director
- Prepare grant reports and impact assessments for funders

### **Donor & Data Management**

- Ensure up-to-date records of all donors using Keela, including gift tracking and engagement history
- Generate reports and analytics to inform fundraising strategy
- Support the Executive Director with donor stewardship and cultivation programs
- Coordinate donor recognition initiatives including acknowledgment letters, benefits fulfillment, and special events
- With Executive Director, ensure budget targets are set and then met

### **People Leadership**

- Lead the seasonal Communications & Fundraising team
- Cultivate a positive, supportive, and inclusive workplace for all staff and volunteers
- Maintain Fringe values of inclusivity and accessibility

## Person Specification

- Project management experience, preferably communications or fundraising campaigns
- Exceptional written communication skills, with experience writing for various contexts
- Experience implementing fundraising strategies and raising revenue
- Strong visual design sense, with the ability to guide a graphic design team
- Strong problem-solving skills and ability to excel in a high-pressure environment with last-minute changes
- Ability to work both independently and collaboratively as part of a team
- Strong computer skills
- Curiosity and excitement to learn
- Dedication to helping artists and building community
- Embodiment of the Fringe spirit of finding joy in celebrating art of every kind

## Terms & Conditions

**Hours:** 37.5 hours per week. Due to the nature of the role, there will sometimes be a requirement to work additional evenings and weekends, most specifically around the dates of the festival

**Vacation/Leave:** 3 weeks per year, as well as 2 weeks off during winter holidays

**Benefits:** Extended health benefits through Chamber of Commerce Group

**Professional Development:** Professional development fund renewed annually, and opportunities to travel to other Fringe festivals

**Start date:** Early April 2026

**Equality, Diversity & Inclusion:** We are seeking candidates who share our commitment to diversity and can bring a range of perspectives, experiences, and backgrounds to our organization. We welcome applications from individuals of all races, ethnicities, nationalities, genders, sexual orientations, ages, abilities, and religions.

## How to apply

To apply please submit a resumé and cover letter as a single PDF to [executivedirector@vancouverfringe.com](mailto:executivedirector@vancouverfringe.com) with the subject line “Communications & Development Manager”.

We strongly encourage you to use the cover letter as an opportunity to showcase your writing skills and narrative creation, telling us who you are as a person. As such we discourage the sole use of Large Language Models to write your cover letter.

**Application Deadline:** 11:59 p.m. PST, March 5, 2026