



**NATIONAL ARTS CENTRE**  
**CENTRE NATIONAL DES ARTS**

Canada is our stage. Le Canada en scène.

## **POSITION BRIEF**

**DEVELOPMENT OFFICER, MAJOR GIFTS**





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## FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of The National Arts Centre Foundation. For more information about this opportunity, please contact Sylvie Battisti, Vice President, KCI Search + Talent by email at [NACFoundation@kcitalent.com](mailto:NACFoundation@kcitalent.com)

**All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **January 26, 2021**.**

*It is the National Arts Centre's goal to be an inclusive organization that engages and welcomes all Canadians. We believe that the basis of this inclusivity requires a socially and culturally diverse workforce and therefore actively seek to recruit candidates who are Indigenous, Black, Persons of Colour (IBPoC), persons from the LGBTQ2+ community, persons with disabilities and women. We encourage you to self-identify in the recruitment process.*

**Please note that the salary range for this position is \$58,600 - \$84,300.**

### COVER PAGE PHOTOS (LEFT TO RIGHT)

1. DANCERS OF DAMELAHAMID'S MINOWIN PHOTO BY ANNA SPRINGATE-FLOCH / BANFF CENTRE
2. TODDLER TUESDAY © AARON BIHARI
3. LIFE REFLECTED © FRED CATTROLL
4. THE UNNATURAL AND ACCIDENTAL WOMEN – MONIQUE MOJICA © JUSTIN TANG; SET, PROPS AND PROJECTIONS: ANDY MORO  
COSTUMES: SAGE PAUL; LIGHTING: JEFF HARRISON – NAC INDIGENOUS THEATRE/NAC ENGLISH THEATRE CO-PRODUCTION
5. JONI MITCHELL'S THE FIDDLE AND THE DRUM, ALBERTA BALLET © CHARLES HOPE



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## **Development Officer, Major Gifts**

### **The National Arts Centre Foundation**

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#### **THE OPPORTUNITY**

The National Arts Centre Foundation is seeking a Development Officer, Major Gifts who is enthusiastic about the arts and keen to grow in a fast-paced, creative and dynamic environment.

Over the first eighteen months in the role, the NAC Foundation commits to a full onboarding process where the incumbent will learn about National Arts Centre (NAC) projects and priorities, and key processes of the Foundation. The Development Officer, Major Gifts will be assigned a portfolio of up to 200 prospects, a blend of individuals, corporate donors and some special event supporters. There is an opportunity for this role to take on some Gift Planning projects or prospecting of new potential Foundation partners, as the incumbent grows in the role and work allows.

The first few months in the role will be more focused on a combination of NAC learning and orientation, as well as support of the NAC Foundation CEO in her activity with donors, meeting strategy and material preparation. Following this, the incumbent will take on increasing responsibility of their own portfolio.

This position reports to the leadership position in Major Gifts - the Senior Development Officer, and will be an integral member of a three-position team. The Development Officer, Major Gifts will also have regular interactions with the NAC Foundation CEO, the Chief Advancement Officer and other members of the Foundation team. The NAC Foundation is made up of an Annual Fund and Database team, an Advancement Services team, an Events, Protocol and Stewardship team, and a Major Gifts team. The Development Officer, Major Gifts may be called upon to liaise with other departments within the NAC, including Production and Artistic departments, as prospects and projects require.

This position is somewhat unique in scope in that the NAC is a truly National organization with friends and supporters from coast to coast. In normal times, this role offers the occasional opportunity to travel to meet with donors or potential donors. In the current circumstances, most NAC staff are working from home and therefore a candidate could work from outside of Ottawa. When people are able to return to work, we would require the incumbent to be located in the National Capital region of Ottawa, as attending performances is part of the responsibilities of all Development positions at the NAC Foundation.

This is an exciting and important time for the performing arts in Canada. Throughout the pandemic, the NAC has remained an active presenter of programming, working in partnership with other arts companies across the country to deliver programming to Canadians using digital platforms to bring artists into the homes and onto laptops around the world. We are poised to play a vital role in the recovery of the performing arts sector when the world returns to something we all recognize as normal - join us on that journey and make your mark!



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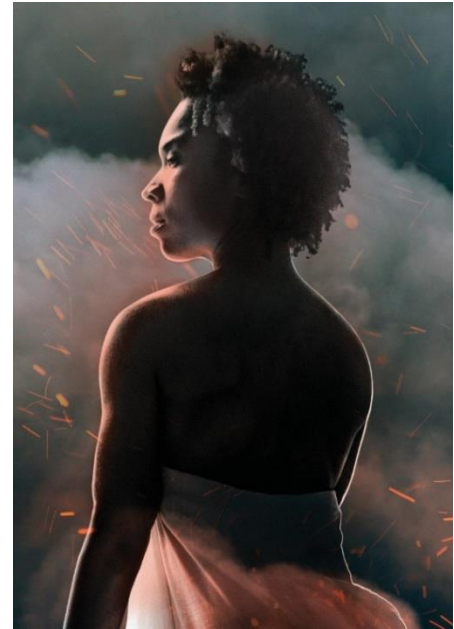
## ABOUT THE NATIONAL ARTS CENTRE

### Canada is our stage:

Founded in 1969, The National Arts Centre is Canada's bilingual, multi-disciplinary home for the performing arts. The NAC presents, creates, produces, and co-produces performing arts programming in various streams—the NAC Orchestra, Dance, English Theatre, French Theatre, Indigenous Theatre, and Popular Music and Variety—and nurtures the next generation of audiences and artists from across Canada.

The NAC's vision is to lead and support the renewal of the Canadian performing arts sector over the next three years, with The Next Act, its 2020-2023 strategic plan. Through collaboration and investment in creation, production, co-production, and dissemination, along with a heightened focus on community engagement, learning, and innovation, the NAC will shape a more diverse, equitable, and inclusive future for the performing arts in Canada.

The NAC is situated in downtown Ottawa, bordering on the Rideau Canal, a UNESCO World Heritage Site. The Centre's performance facilities include four halls (Southam Hall, 2,076 seats; Babs Asper Theatre, 897 seats; Azrieli Studio, 305 seats; Fourth Stage, 160 seats), dressing rooms, workshops and rehearsal halls. A box office, restaurant, interior parking and intermission bars provide services to patrons. The NAC's Public Spaces host free events and programming. In addition, several multi-purpose rooms are available for education, performances and receptions.



ANGÉLIQUE  
JENNY BRIZARD  
A BLACK THEATRE WORKSHOP/TABLEAU D'HÔTE THEATRE CO-  
PRODUCTION PHOTO/DESIGN © SONIA BAZAR / PHILIP MALIZIA



ZÉRO  
MANI SOLEYMANLOU © XAVIER INCHAUSPÉ

In 2018-2019, the NAC staged 1,451 shows and events and attracted 996,328 patrons to performances, events and commercial activities. Programming activities consist mainly of the six disciplines — Music, English Theatre, French Theatre, Dance and NAC Presents as well as the newly introduced Indigenous Theatre — plus a variety of other programs such as galas and festivals.

The NAC is comprised of a 10-member Board of Trustees and led by Chief Executive Officer, Christopher Deacon, supported by 17 directors and eight artistic and creative leaders. In total, there are 275 full-time employees and 666 part-time employees.

The NAC, which is a separate legal entity from the NAC Foundation, reports to Parliament through the Minister of Canadian Heritage. Of the NAC's total revenue, half is derived from an annual parliamentary appropriation, while the other half comes from earned revenue — box office sales, the NAC Foundation, food and beverage services, parking services and hall rentals. The Auditor General of Canada is the NAC's external auditor.

## ABOUT THE NATIONAL ARTS CENTRE FOUNDATION

The National Arts Centre Foundation raises funds to support the National Arts Centre's work in performance, creation and learning across Canada. Since its founding in 2000, the National Arts Centre Foundation has raised over \$150 million to enrich the lives of Canadians through the performing arts and champion our country's artists, students and educators.

### Mission

To inspire Canadians to support the National Arts Centre's priorities in performance, creation and learning by:

- ❖ Strategically planning meaningful ways to engage donors, potential donors and volunteers;
- ❖ Developing annual fundraising plans to achieve maximum support for the performing arts and education activities of the NAC;
- ❖ Designing and implementing stewardship plans to ensure long term donor relationships;
- ❖ Raising the profile of the NAC and promoting and supporting the performing arts across Canada; and
- ❖ Becoming a recognized leader in philanthropy through adoption of best practices and commitment to our values.

## Financial Snapshot

Amount raised in 2018–2019

More than

**\$13.9 million**

Contribution from the National Arts Centre Foundation to the National Arts Centre to sustain, enrich and expand its artistic and educational programming

More than

**\$11.1 million\***

Number of supporters in 2018–2019

**7,100**

Estimated future value of the Planned Giving Program at August 31, 2019

**\$6,197,823**

Number of Planned Giving Program bequest expectancies and life insurance policies

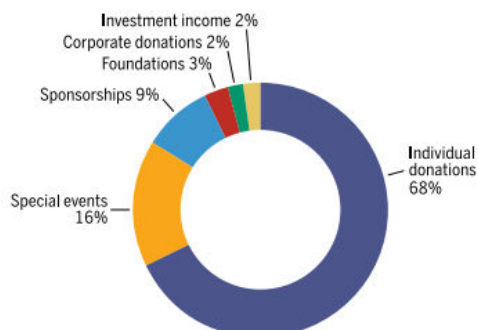
**116**

Approximate cost of performances covered by ticket sales

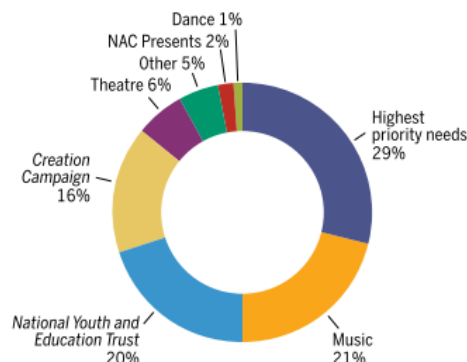
**40%**

\* The balance of 2018–2019 Foundation revenue was held in reserve for future years' programming or designated to named endowments.

### Where does the money originate?



### How did our donors direct their gifts?



## NAC FOUNDATION BOARD OF DIRECTORS

**Janice O'Born, Chair**

**Christine Armstrong**

**Matthew Azrieli**

**Susan Peterson D'Aquino**

**Reena Bhatt**

**Kimberley Bozak**

**Bonnie Buhler**

**Carol Devenny**

**Amoryn Engel**

**Margaret Fountain, C.M., D.F.A. (h)**

**James Ho**

**Marjolaine Hudon**

**M. Ann McCaig, C.M., A.O.E., LL.D.**

**John McCaig**

**Diane McCurdy**

**Liza Mrak**

**Emechete Onuoha**

**Gregory Pope**

**Alan P. Rossy**

**Gregory Sanders**

**J. Serge Sasseville**

**Barbara Seal, C.M.**

**Robert Tennant**

## ADDITIONAL INFORMATION



NEON DREAMS

[NAC Foundation Website](#)

[NAC Strategic Plan 2020-2023](#)

[NAC Annual Report and Financial Statements 18/19](#)

[NAC News Releases](#)

[National Arts Centre Education](#)

[NAC National Creation Fund](#)

## KEY DUTIES AND RESPONSIBILITIES

The Development Officer, Major Gifts will liaise closely and collaborate with members of the Major Gifts team along with the CEO of the NAC Foundation and the Chief Advancement Officer. Reporting directly to the Senior Development Officer, Major Gifts, they will focus on a personal prospect portfolio of up to 200 prospects in various stages of the fundraising cycle, contribute to the strategy for donors across the major gifts team, and play an integral role in helping the NAC Foundation team achieve annual financial targets.

### **Specific responsibilities:**

- Cultivate relationships and manage a personal portfolio of 125-200 prospects including new, existing and lapsed donors
- Personally solicit prospects for major gifts, planned gifts, and blended gifts of between \$5,000 and \$50,000 and with the help of the team, prepare supporting documentation including proposals, letters, one-pagers and grant applications
- Identify new individual major gift, corporate and foundation prospects and lead the transition of prospects through the donor cycle from research to stewardship
- Develop strategies and work with the major gifts team and CEO/CAO to advance fundraising needs of the NAC and maximize major and leadership gift opportunities
- Prepare donor correspondence, gift agreements, pledge reminders, gift acknowledgement letters, briefing materials, and project and program profiles for a suite of NAC/NAC Foundation initiatives for personal approaches, and in support of the CEO, volunteers and senior leaders
- Provide support in coordination of stewardship materials with major donors and partners regarding the impact of their giving, use of funds and periodic updates as necessary and appropriate
- Ensure appropriate and timely communications with donors including, but not limited to, prompt gift acknowledgements/thank you letters, invitations to special events etc.
- Meticulously maintain the donor database (Raiser's Edge) using best practices and procedures for data entry and record keeping
- Willingness to learn and develop planned giving specific skills and knowledge in keeping with industry best practices
- Assist in other duties as required in furthering the goals of the Development team and the Foundation
- Act as an ambassador for the NAC Foundation in the community; support the execution of and attend major donor events as needed, to cultivate and steward attendees
- Develop positive working relationships with NAC program and administrative staff as a member of the Foundation team

## **QUALIFICATIONS & KEY COMPETENCIES**

- A minimum of 3 to 5 years of successful relationship building experience in a high activity charitable/non-profit environment, or demonstrated related experience in an associated field
- Demonstrated track record of cultivating, soliciting and closing leadership and major gifts at the \$5,000 to \$25,000 level or more
- Knowledge of the Canadian charitable, philanthropic and not-for-profit sector. Knowledge of the corporate sector an asset
- Ability to operate and thrive in a collaborative environment, as well as to work independently with demonstrated flexibility and initiative
- Excellent interpersonal, verbal and written communications skills in English; bilingualism will be considered an asset

- Proficiency with donor databases and data entry; knowledge of Raiser's Edge specifically will be considered an asset
- Demonstrated ability to interact comfortably, tactfully and effectively with donors, varied internal and external constituencies and a wide range of stakeholders
- Ability to think strategically and adapt quickly
- Detail oriented, focused and strategic thinker, with initiative, passion and energy
- Excellent abilities with MS Office including Word, Excel, PowerPoint and Outlook
- A relevant post-secondary degree or combination of relevant training, education and experience
- Ability and willingness to travel occasionally within Canada

## BIOGRAPHIES

### Holly Mohr – Senior Development Officer, NAC Foundation



Holly Mohr joined the National Arts Centre Foundation in 2016 with a background in media communications and journalism. Now as Senior Development Officer and leader of the Major Gifts team, Holly oversees the day-to-day functions of a small but mighty team, and works closely with the CEO and Chief Advancement Officer to cultivate and maintain meaningful relationships with donors and sponsors across the country.

For the last four years, Holly has led the fundraising efforts for the Governor General's Performing Arts Awards – Canada's highest honour in the performing arts, and has worked on a suite of project and programming fundraising priorities as aligned with the NAC's strategic plan. Notably, Holly was heavily involved in securing private sector support for the inaugural season of Indigenous Theatre at the NAC, the first national Indigenous theatre department in the world.

Complementing her work at the NAC Foundation, Holly is very involved in the local arts and culture scene in Ottawa. She is presently Chair of the Board of Directors of apt613.ca, an award-winning arts and culture blog, and she is a mentor for the AFP Ottawa Future Leaders Program. With a background in vocational ballet, Holly grew up attending shows at the NAC and feels right at home surrounded by artists and creative minds.



## Jane Moore – Chief Advancement Officer



Jane Moore was appointed Chief Advancement Officer of the National Arts Centre Foundation in September of 2005. She provides leadership and direction to a brilliant team of fundraising professionals on a daily basis. Ms. Moore has made her mark at the NAC in particular for developing project and prospect strategies that blend donor interests with institutional need. Key among her projects is the strategy for the Penelopiad, the concept development and execution of the Share the Spirit program and the case development for the CEO National Fund, launched to recognize Peter Herrndorf's 10 years at the helm of the NAC.

Ms. Moore's role is a balance of external fundraiser and internal chief operating officer. With more than 15 years experience, Ms. Moore began her fundraising career at the National Ballet of Canada, working on the latter days of the BOLD STEPS Campaign for the Walter Carsen Centre. She then spent six years working on the first-ever billion-dollar campaign in Canada as Executive Director of Development and Alumni Affairs at the Faculty of Education and later the Faculty of Architecture at the University of Toronto. At the National Arts Centre, she brings together experience in Campaigns, Major Gifts, Annual Giving, Sponsorship and Events and operational infrastructure.

Ms. Moore has a life-long personal commitment to the arts. She trained as a classical operatic soprano, studying for more than 10 years at the Royal Conservatory of Music. She also served on the Board of Directors for Open Studio in Toronto, Canada's largest original printmaking studio. Her educational background is in Museum Management and Canadian History and she has degrees from Sir Sandford Fleming College/Trent University and Glendon College of York University.

## Jayne Watson – Chief Executive Officer



Jayne Watson was appointed CEO of the National Arts Centre (NAC) Foundation in 2009. She leads a team of highly-skilled development professionals dedicated to supporting arts education and programming at the National Arts Centre, a thriving hub for performance, creation, and learning in Canada. The NAC Foundation has achieved record fundraising goals over the period of Ms. Watson's leadership and has championed new initiatives such as its first-ever national fundraising Campaign which raised more than \$25M for a national Creation Fund to help Canadian creators think

bigger about new works in theatre, music and dance. During her time as CEO, the Foundation has surpassed fundraising goals for projects such as Canadian and international tours (China, UK and Europe) for Music and Theatre; the creation of the Share the Spirit Program, which brings the magic of the performing arts to deserving audiences who might not otherwise be able to attend, as well as special purpose fundraising for performance, creation and learning projects across Canada. Ms. Watson works closely with a volunteer board that champions the NAC and its priorities across Canada.

Ms. Watson joined the National Arts Centre in 2001 as Director of Communications and Public Affairs. She helped to establish national media partnerships with print and broadcast media for key NAC programming such as its regional Scene festivals, NAC Orchestra Tours and for prestigious national celebrations such as the Governor General's Performing Arts Awards Gala. In 2008, Ms. Watson co-chaired the NAC's strategic planning process and co-authored the NAC's 2008-2013 strategic plan, "Performing for Canadians."

Ms. Watson has more than 25 years experience as a senior executive, political advisor, and consultant. Prior to joining the NAC in 2001, she served as the Director of Communications at Export Development Canada, and held senior communications roles in the Office of the Speaker of the House of Commons and Canada Post Corporation.

Currently she is a member of KCI's Fundraising "Trends Advisory Board "and is a Director of the Governor General's Performing Arts Awards Foundation Board.

## ORGANIZATIONAL CHART – NATIONAL ARTS CENTRE FOUNDATION

