



GRAND RAPIDS  
CIVIC THEATRE

## Corporate Relations and Event Manager

**Apply By:**

**Position is: Full-Time Exempt**

**Reporting to Director of Development and Community Relations**

### Job Brief

We are looking for a successful and enthusiastic individual to manage Grand Rapids Civic Theatre's relationships with corporate funders and produce events from conception through to completion. The Corporate Relations and Event Manager responsibilities include providing outstanding customer service and memorable experiences that reflect Civic Theatre's quality and mission.

### Key Responsibilities:

- Event Oversight.
- Identify, engage and supervise individuals to participate on committees.
- Organize facilities and manage all event details such as budget, goal setting, décor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional materials, sponsor solicitation and recognition, guest and sponsor follow-up, volunteer recruitment, and final ROI/Goal reporting.
- Identify volunteers, through corporate relationships, who can help with event needs such as set-up, reminder contacts, registration, tear-down, post-event thank you calls, etc.
- Ensure compliance with insurance, legal, health and safety obligations.
- Proactively handle any arising issues and troubleshoot any emerging problems leading up to and during the event day.

### Prospecting & Research

- Through research and analysis, build and manage a portfolio of prospective new corporate sponsors.
- In partnership with the Director of Development and Community Relations, support strategies for sponsor cultivation and solicitation and manage stewardship plans for each relationship.
- Create distinct plans for new sponsor acquisition.
- Research event trends, best practices, and propose new sustainable event models or alternatives.
- Design methods to implement improvements to event quality and participant engagement.

### Cultivation & Solicitation

- Manage and implement existing tools, and refine and create new ones, to support solicitation of renewed and new corporate sponsorship relationships.
- Support Director of Development and Community Relations in preparing corporate sponsorship materials including introductory letters, proposals, informational packets, final reports and other mailings/correspondence.
- Coordinate corporate sponsor prospect meetings and follow-up
- Work throughout the organization to identify needs and marketable opportunities that would interest corporate sponsors.

- Coordinate prospect tours and post tour follow-up.

#### Benefit Fulfillment & Stewardship

- Oversee benefit fulfillment and recognition for corporate sponsors.
- Work with Marketing and program staff to ensure programmatic and marketing benefits are appropriately fulfilled.
- Work with corporate contact to design ways they can utilize Civic Theatre benefits for their employees and clients.
- Oversee post-event participants thank you and stewardship plan.

#### Additional Department Duties

- Collaborate with Director of Development and Community Relations to implement meetings, including agenda preparation, attendance confirmation, taking minutes, and coordinating follow-up.
- Support the Department in maintaining accurate corporate sponsor database records.
- Attend and support overall organizational activities, including performances, volunteer recognition, fundraising events, donor cultivation and stewardship events throughout the season.
- Other duties as assigned.

#### Skill

- Focused sales/marketing/development experience with an applied emphasis on customer and donor relationship building; applied sales skills, demonstrated success with effective listening skills.
- Effective oral and written communication skills with an ability to relate to a diverse group of individuals or organizations in an effective manner.
- Ability to think strategically with proven, strong ability to execute on the plan
- Ability to take initiative and be creative in thinking and solutions
- Strong project management skills with timely and consistent attention to detail and follow-up
- Proficient computer skills
- High-energy individual who takes initiative with a positive outlook and who can manage ambiguity and change
- Demonstrated ability to manage a portfolio of accounts
- Bachelor's degree or equivalent professional experience

To Apply: Send salary requirements, cover letter, and resume (as one PDF) as an attachment to [events@grct.org](mailto:events@grct.org). Please label the email subject 'Corporate Relations and Event Manager'. No phone calls. Grand Rapids Civic Theatre is an Equal Opportunity Employer.