

**ODYSSEY THEATRE
GENERAL MANAGER JOB DESCRIPTION**

SUMMARY OF RESPONSIBILITIES:

Under the general direction of the Artistic Director and the Board of Directors, the General Manager (GM) plays an important leadership role in the Company and provides administrative support for its long-term artistic vision, growth and success. They are responsible to:

DEVELOP STRATEGIES AND DELIVER RESULTS:

The GM achieves our administrative goals:

- Supports the Artistic Director (AD) to prepare multi-year strategies and financial plans for the Theatre's artistic growth.
- Prepares an annual administrative plan, budget and production schedule with the Artistic Director and provides regular updates to the AD and Board.
- Creates and implements plans and targets for AD and Board approval, and provides regular updates on:
 - marketing strategies to increase audiences and ticket revenues;
 - fund raising plans to grow revenues from government grants and private fund raising to meet budget goals.
- Provides efficient administrative and logistical support to artistic programs.
- Builds networks and partnerships in the community that enhance the Theatre's profile, supports revenue growth and ensures a positive reputation with stakeholders and the public.

LEAD AND MANAGE PEOPLE:

The GM is an effective communicator, leader and manager of people:

- Provides a welcoming, supportive and safe environment for artists, company members, volunteers and youth apprentices to create their best work, in line with our anti-harassment policy.
- Creates a workplace that welcomes and celebrates diversity and inclusiveness and engages members of equity-seeking communities in the Theatre.
- Hires and manages an Administrative Intern, and seasonal staff such as a Front of House Manager, marketing officer, box office coordinator, administrative staff, and contractors; and,
- Hires a Production Manager with the Artistic Director, and assists them to contract artistic and production staff.

GROW AND MANAGE RESOURCES:

The GM increases and carefully manages financial resources:

- Prepares accurate budgets in cooperation with the AD for Board approval and provides accurate quarterly financial forecasts.
- Grows revenues over the next three years to support the Theatre's artistic growth.
- Manages an annual budget (\$450,000) and takes corrective actions to meet budget targets.

DESCRIPTION OF DUTIES IN SPECIFIC AREAS:

1. PLANNING:

- Works with the AD to create plans for the AD and Board's approval, provides regular updates on progress, and proposes corrective actions to achieve results, including:
 - Multi-year strategies and financial plans for artistic growth and new programs, such as digital theatre, touring, and facility development;
 - Strategies for fundraising and marketing to increase awareness and revenues;
 - Annual administrative work plans.

2. FINANCIAL MANAGEMENT:

- Prepares an annual operating budget with the AD and Treasurer for Board approval.
- Prepares quarterly forecasts for the Treasurer and Board and takes steps to achieve budget targets.
- Supervises the Intern entering transactions into the accounting system and assists the Treasurer with monthly bank reconciliations.
- Completes payroll for employees, submits remittances to CRA and prepares T4 returns.
- Ensures timely collection and secure deposit of revenues and accurate payment of invoices.
- Monitors cash flow to cover expenses and invests available funds in short-term GICs.
- Works with the Treasurer to provide documents for the annual audit.

3. FUND RAISING:

- Increases revenues from public grant programs:
 - Identify all sources of public funding available to the Theatre and with the AD, establish grant priorities, schedules, strategies and targets;
 - Prepare high quality grant applications and reports with AD input where needed; and,
 - Maintain positive working relationships with program staff.
- Increases funding from private sources including corporations, foundations, individuals and events, to meet budget goals:
 - Prepare an annual fund raising plan with targets for AD and Board approval, proposing areas for Board assistance;
 - Provide updates to the Board;
 - Create high quality, compelling proposals, solicitation letters and reports to donors;
 - Ensure prompt recognition and organize events that cultivate, engage and thank prospective and existing donors;
 - Maintain accurate databases of prospective and existing donors;
 - Plan and stage successful fund raising events, recruiting volunteers as needed to assist.
- Present an annual review of fund raising to the Board.

4. SUPPORT TO ARTISTIC PROGRAMS

- Provides efficient administrative and logistical support to artistic programs, including:

i) Theatre Under the Stars

- Oversees the Intern in organizing auditions in Ottawa, Toronto and Montreal.
- Develops the production schedule with the AD and Production Manager.
- Oversees the Production Manager, in consultation with the AD, to ensure all production elements are completed on time, within budget and meet the Director's vision.
- Attends regular production meetings.

- Oversees the Stage Manager and their Production Assistant so they understand their roles and rehearsals go smoothly (schedule, weather space, props, scripts, masks, costumes, safety, etc.).
- Works with the Production Manager and the Stage Manager, to provide a safe, respectful and supportive work environment and oversees the Theatre's anti-harassment and safety policies.
- With the Production Manager, liaises with the City and other service and equipment providers to ensure the timely set-up, operation and strike of the Theatre space in the park.
- Ensures Park performances run smoothly, resolving problems in collaboration with the Stage Manager, company members in the park and the AD.
- Oversees the Production Manager for the strike and return of all equipment and materials.

ii) New Play Development

- Oversees the Intern to:
 - Organize space and all logistical support for new play workshops.
 - Organize archival recordings.
 - Ensure an appropriate sized audience for work-in-progress performances.
- Completes the application for the OAC Theatre Creators program, and manages the Intern to promote it to artists, organize the review process and submit recommendations to the OAC.

iii) Digital Theatre

- Support the AD in creating and marketing online theatre including play workshops, live readings, audio drama podcasts (*The Other Path*), youth programs, etc.
- Ensures access to technology needed to support online theatre.
- Find and contract specialized expertise if needed to assist with digital distribution, recording and marketing.

iv) Community Engaged Arts Projects

- Provide logistical, administrative and marketing support for activities developed by the AD to reach and engage diverse and underserved members of the community in the work of the Theatre.

v) Artistic Training

□ **Professional Training Workshops**

- Implement a marketing plan to sell workshops to reach targets, in consultation with the AD.
- Supervise the Intern to organize space and logistics for the workshops.

□ **Youth Apprenticeship Program**

- Supervises the Intern to plan, promote, organize and run the Youth Apprenticeship program:
 - Promote the program to theatre arts teachers, students, parents, and organizations who work with youth from marginalized groups;
 - Organize auditions with the AD and Director of the program;
 - Create a schedule for training activities.
 - Organize space and logistical support;
 - Train staff managing apprentices, and ensure each manager has a written training and work plan for their apprentices;
 - Update program materials (guides, FAQs, agreements, etc.) to provide students and parents with a clear understanding of the nature and demands of the program, and ensure all participants have signed a letter of agreement and written permission from their parents;
 - Ensure positive communications between students, managers and trainers;
 - Organize work-in-progress performances with invited audiences as appropriate;
 - Conduct program evaluations with students;
 - Ensure managers keep time records and submit evaluations of their apprentices; and,

- Provide students with letters of support as requested.

vi) Audience Enrichment

- Based on the season plan by the AD, ensure the success of enrichment activities.
- Promote AE events to meet attendance goals and attract media coverage.

5. MARKETING AND SALES:

- Creates an annual marketing plan for AD and Board approval to increase awareness of the Theatre’s performances and activities and reach sales revenue targets. The Plan includes:
 - Marketing objectives and themes;
 - Target audiences and strategies for various programs;
 - Creative strategies to generate media coverage;
 - Targets for revenue from tickets, workshops, ads, concessions etc. as per the budget and activities to achieve them.
- Oversees a seasonal Marketing Officer to implement marketing campaigns, grow audiences and achieve revenue targets:
 - Create exciting marketing materials that reflect the quality of the Theatre’s work (posters, brochures, ads, press releases, digital campaigns, e-flyers, etc.);
 - Maintain positive relationships with media, organize a media day, provide copy, photos and video, schedule and meet media for interviews and track media coverage.
 - Implement compelling digital campaigns to expand awareness, reach new and diverse audiences, grow social media and web visits.
 - Create programs and sell ads to reach budget targets.
- Collect data to better target new and diverse audiences.
- Provides regular updates to the AD and Board.
- Prepare an annual review of marketing for the Board, assessing results, the cost and effectiveness of marketing activities and audience feedback.

6. PUBLIC AND COMMUNITY RELATIONS:

- Maintains good relations in all dealings with the public, donors and stakeholders and promotes a positive image of the Theatre at all times;
- Builds strong networks with stakeholders and organizations in the community;
- Maintains good networks in the local and national arts community and positively represents the Theatre as needed at openings, meetings, workshops and other events;
- Cultivates positive relations with the media on a year round basis.

7. FRONT OF HOUSE OPERATIONS:

- Manages a summer Front of House Manager and oversees excellent front-of-house operations:
 - Provides high quality service, promotes easy access for ticket buyers and ensures a safe, positive and enjoyable experience for audiences;
 - Responds quickly to address public concerns;
 - Ensures sufficient and well-trained staff and volunteers in the Park;
 - Ensures operations, signs, displays and site conditions are of professional quality and reflect well on the professionalism of the Company;
 - Ensures the secure deposit of all funds and accurate records are maintained;
 - Maintains an up to date front of house operations manual and work descriptions; and,
 - Conducts an annual review of Front of House with recommendations.
- With the Production Manager, ensure the Park site is clean and safe at all times for artists, staff audiences and volunteers.

8. PEOPLE MANAGEMENT:

- Hires, trains, and manages seasonal administrative staff including an Administrative Intern/Front of House Manager, a Marketing Officer, a Box Office Assistant and other seasonal staff.
- Hires and contracts seasonal production staff including a Production Manager, Stage Manager, security, technician, set and costume builders and others.
- Contracts actors, designers, writers and other artists for productions, workshops, new play development as approved by the AD.
- Manages relationships with CAEA, ACTRA and other unions, stays up to date with union agreements (ITA) and contracts, and ensures the Theatre meets union requirements through positive collaboration with the Stage Manager and Equity deputy.
- Maintains up to date job descriptions for administrative and production staff.
- Develops work plans for administrative staff, monitors their performance, provides ongoing direction and feedback and conducts evaluations of administrative staff;
- Creates a safe, supportive and welcoming work environment for all staff and artists that: is accordance with the Theatre's anti-harassment policy and Not in Our Space: meets safety procedures and supports the Theatre's goals for diversity and inclusion.
- Arranges travel, accommodation and other arrangements for out-of-town artists;
- Ensures all staff or contractors who work for the Company have a signed contract or letter of employment before they start work.

9. VOLUNTEER MANAGEMENT:

- Works with the AD, Board and production staff to identify volunteer needs;
- Recruits, trains, manages and recognizes volunteers to meet the Theatre's needs and provide a high quality experience for volunteers; and,
- Seeks feedback to improve the volunteer experience at Odyssey.

10. ADMINISTRATIVE SUPPORT:

- Provides efficient and effective administrative services and support:
 - Maintains office computer systems;
 - Ensures records are complete and well-organized;
 - Maintains well-organized storage space for production and artistic materials;
 - Ensures public materials are of high quality and reflect professional standards;
 - Meets legal requirements such as liability and property insurance, government regulations, and health and safety requirements.
- Represents the Theatre on committees or organizations.

11. STRATEGIC PROJECTS

- Support initiatives proposed by the AD and approved by the Board that lead to artistic growth, expand audiences and promote the Theatre's artists and work.
- Develop plans, secure funding, provide staff, volunteer resources and administrative support to implement strategic initiatives, that could include:
 - Digital theatre
 - Touring
 - Indoor productions
 - Facility improvements