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LEADERSHIP SEARCH PARTNERS

POSITION SPECIFICATION

VICE-PRESIDENT OF ADVANCEMENT The Hanover Theatre for the Performing Arts

Worcester, MA

Brakeley Search
formerly known as Leadership Search Partners,
is a search firm focused exclusively on the nonprofit sector.
As a division of Brakeley Briscoe, Inc. (BBI), the San Francisco Bay Area-based firm works with
local, national, and international nonprofits to help them hire exceptional senior-level leaders.

Managing Director, Scott Staub, ACFRE
is leading this search assignment. Inquiries may be made, in confidence,
to Scott Staub at sstaub@brakeleysearch.com.

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TITLE: Vice-President of Advancement

ORGANIZATION: The Hanover Theatre for the Performing Arts

LOCATION: Worcester, MA

REPORTS TO: President & CEO

THE HANOVER THEATRE'S MISSION

To foster a love and appreciation for the performing arts in audiences of today and tomorrow.

THE HANOVER THEATRE'S VISION

To be the finest performing arts center in New England.

ABOUT THE HANOVER THEATRE

Recognized by POLLSTAR as one of the top 50 theaters in the world, the Hanover Theatre and Conservatory for the Performing Arts is a 2300-seat theatre that has entertained more than two million audience members since its reopening in 2008. That year the theatre won a National Trust for Historic Preservation Award for the renovation and restoration of the original 1904 building.

Originally built in 1904 as the 1700-seat Franklin Square Theatre, it was later bought and enlarged into the 2300-seat Poli Palace Theatre. The theatre had once been a splendid representation of the Golden Age of the movie palace, an era when luxurious surroundings were integral to the entertainment experience, but by the late 1990s the building was vacant and up for sale. A small group of visionary Worcester leaders purchased the vacant theatre in 2002, and soon hundreds of individuals, businesses, and organizations pulled together to raise the \$31 million needed to restore the theatre to its original elegance.

When the curtain rose again in March of 2008, a full capacity crowd of 2300 filled every seat in the house to hear Broadway singer and actress Bernadette Peters perform the first show in The Hanover Theatre for the Performing Arts. Since that original performance, more than 2 million patrons have attended events at the Hanover Theatre. Typically, 180 days of performances are booked annually, with roughly 215,000 visitors coming through the doors each year.

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In 2014, The Hanover Theatre purchased the 22,000 square foot building next door and remodeled it into studios and offices. Now hundreds of children and adults attend dance, acting, and technical theatre classes in the facility as part of The Hanover Theatre Conservatory for the Performing Arts. Even in the COVID environment, some 500 children are taking conservatory classes in a hybrid online and in-person format. Troy Siebels, the President & CEO of The Hanover Theatre, and the staff and patrons of the theatre look forward to when COVID-19 is in the rearview mirror and the curtain will rise again for performances, anticipated in fall 2021.

ABOUT WORCESTER

Worcester is the second largest city in New England. While it is known as the *Heart of the Commonwealth*, it is also the heart of Southern New England as it is less than a one-hour drive to Boston, Providence, Hartford, Springfield, and Manchester, NH...and Cape Cod is less than 90 minutes away. With a population of about 185,000, Worcester combines the historic charm of a small town with the conveniences and attractions of a thriving city.

The City has experienced a renaissance during the past decade triggered by the successful renovation and opening of The Hanover Theatre and the creation of the Theatre District, just one block from City Hall. Many new hotels and restaurants have sprung up throughout Worcester since 2010. And next spring, the Boston Red Sox Triple-A baseball team will move from Rhode Island to downtown Worcester. The “WooSox” will play in a brand-new ballpark less than a half-mile from The Hanover Theatre.

Worcester has emerged as a leader in education, health care, biotechnology and life sciences, and financial services. It is home to nine colleges and universities including Clark University, Holy Cross College, Worcester Polytechnic Institute, and UMass Medical School. Worcester was recently ranked 53rd on the Livability.com website’s list of the *Top 100 Best Places to Live in America*.

ABOUT THE OPPORTUNITY

Since its grand opening in 2008, The Hanover Theatre quickly became one of Worcester’s top attractions, enjoying strong philanthropic support as well as attracting leading volunteer talent to serve on the Board of directors. Fundraising has been led by President & CEO Troy Siebels with support from the Development team. This newly created position will build upon the goodwill and solid core of support of individual donors, especially Franklin Square Society members, the highest level of membership support.

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The Vice-President of Advancement will lead a staff of three development professionals and be a member of the leadership team. Broadening the theatre's base of support, expanding planned giving, and building an endowment will be key priorities for the new Vice-President of Advancement.

The Hanover Theatre's development program is at an inflection point. Working with Troy Siebels and the Board, the Vice-President of Advancement will lead efforts to realize the tremendous potential that the theatre's successes have created.

Key Responsibilities

- **Leadership**
 - Partner with the President & Chief Executive Officer, other leadership team members, and The Hanover Theatre's Board of Directors to take the Advancement effort to the next level
 - Become active and known in the Worcester community by meeting with major donors, foundation leaders, corporate CEO's, and community leaders
 - Provide leadership, management, and mentoring to Development staff; provide guidance on best practices and strategy when needed
- **Fundraising**
 - Create a comprehensive advancement plan for growing philanthropic revenue by using data to identify potential donors and move them up the loyalty ladder, by expanding major gifts, and by implementing a planned giving program and other fundraising initiatives
 - Direct the work of the Development team in order to implement fundraising programs using donor cultivation and stewardship opportunities that maximize giving
 - Manage an active portfolio of major donors and prospects by creating and implementing personalized cultivation and stewardship plans and gift requests for each donor within portfolio; assign other donors as appropriate
 - Play a leading role in fundraising and ensure The Hanover Theatre's ability to cultivate and solicit major donors, foundations, and corporations to significantly increase contributions
 - Analyze reports on donor and patron interactions to make strategic decisions to maximize giving opportunities; prepare and present information and progress to The Hanover Theatre's leadership team and Board

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Professional Experience/Qualifications

Experience:

- Seven or more years of substantial and progressively responsible professional experience, including at least four years of experience supervising staff
- Experience in building and expanding an Advancement effort by making use of moves management, wealth screening, planned giving vehicles, and other development tools
- Demonstrated experience overseeing complex or multiple projects through to success, including meeting financial goals and coordinating the work of key staff and volunteers
- Demonstrated success in fundraising; experience with individuals, foundations, and corporations; track record of soliciting and closing six-figure gifts with experience in seven-figure gifts a plus

Skills:

- Exceptional leadership skills, with a collaborative spirit and strong management skills; demonstrated ability to inspire and motivate staff, board, donors, and volunteers a must
- Strong strategic and implementation skills; ability to grasp the opportunities and challenges of the organization and the role
- Outstanding communicator; excellent speaking, writing, and interpersonal skills
- Experience developing and/or leading capital campaigns
- Experience understanding databases and high comfort level analyzing and applying data to hone strategies and achieve goals

Personal Characteristics:

- Passionate about the mission of The Hanover Theatre, to foster a love and appreciation for the performing arts in audiences of today and tomorrow
- Willingness to embrace all aspects of The Hanover Theatre, the Conservatory, and the BrickBox Theatre
- Personable and enthusiastic – a relationship builder with high energy
- Flexible, adaptable, and entrepreneurial; embraces and leads change
- High degree of emotional intelligence – empathetic and compassionate
- Commitment to diversity, equity, and inclusion

Education:

- Bachelor's degree required
- Certified Fund Raising Executive (CFRE) credential a plus

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COMPENSATION

A highly competitive compensation and benefits package will be made available to the qualified candidate. The salary range for this position is \$95,000-\$115,000.

TO APPLY

Brakeley Search is conducting this search on an exclusive basis on behalf of The Hanover Theatre for the Performing Arts. Interested candidates should apply via email by sending a resume and a letter outlining qualifications as PDF or Word documents to Chelsea Burr at cburr@brakeleysearch.com with "Vice-President of Advancement, The Hanover Theatre" in the subject line.

EOE STATEMENT The Hanover Theatre for the Performing Arts is committed to an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, creed, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, disability, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by applicable law. We acknowledge the presence of implicit bias inherent in systems and practices in our industry and beyond; and our role in working to dismantle those systems. We believe that diversity and inclusion among our teammates is critical to our success, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

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