

## Marketing Advisory Council

### **About Canada's Ballet Jörgen**

Founder in 1987, Canada's Ballet Jörgen (CBJ) is a national organization headquartered in Toronto dedicated to making the arts accessible for all Canadians, with a special focus on underserved communities and demographics. CBJ enriches lives by bringing professional ballet to communities large and small, urban and rural across Canada and is the only dance company to deliver annual programming in all ten provinces. Known for the warmth and beauty of its productions, CBJ offers a range of in person and virtual performances, dance training programs and community engagement events involving over 65,000 participants annually.

In 2019 Artistic Director & CEO Bengt Jörgen was appointed a Member (CM) of the Order of Canada "for his commitment to promoting ballet in Canada as a choreographer and artistic director." Canada's Ballet Jörgen is the 2011 winner of The National Arts Centre Award for Distinguished Contribution to Touring, the first Ontario Performing Arts Organization to win this award.

To learn more, please visit [canadasballetjorgen.ca](http://canadasballetjorgen.ca).

### **The Challenge**

Despite CBJ's extensive programming across Canada, the Company has limited brand awareness beyond the communities we serve. As a result, CBJ generates very little earned media outside of local coverage related to performances. This also creates fundraising challenges and the Company is dependent on continued and increasing support from a small but dedicated group of individual, corporate and foundation donors.

In addition to brand awareness, CBJ is seeking to develop more efficient, effective and long-term strategies to identify and reach our target audiences. Our current marketing team is made up of one full time position and part time assistance from members of other departments.

CBJ's primary revenue streams include:

1. Performance Revenue- a combination of fees for service from presenters and box office revenue from self present performances
2. Education/Training Programs- including George Brown Dance, Summer Dance programs and a new Virtual Dance Academy
3. Fundraising- Corporate, foundation, individual and in-kind
4. Government Grants- Operating and project specific support from all three levels of government.

### **Marketing Advisory Committee**

CBJ is seeking 3 to 4 accomplished marketers who are willing to participate as members of a Marketing Advisory Committee (MAC). The primary role of the MAC is to provide high-level strategic guidance and recommendations to CBJ Management and the Marketing team.

We are seeking talented and motivated individuals willing to:

- make a one-year minimum commitment to membership;
- participate in quarterly meetings;
- assist with MAC initiatives;
- engage others in their network when appropriate to provide input and advice;
- lead a 30-60 minute workshop on a relevant marketing topic for CBJ staff.

Commencing in June 2021, the MAC will focus initially on the two priorities outlined above. Other areas needing to be addressed over time include:

- Building a stronger Brand Position
- Developing Annual Marketing Plans
- Strengthening Digital & Social Media.

### **Interested in Joining the Marketing Advisory Council?**

If you are excited about the possibility of joining the MAC and see a fit with your skills and interests, we would welcome hearing from you. Kindly submit your resume in confidence to General Manager, Stephen Word [stephen@balletjorgen.ca](mailto:stephen@balletjorgen.ca)