

## **Executive Director**

### **Definition:**

Reporting to the Board of Directors of PlacerArts, the Executive Director (ED) has overall strategic and operational management responsibility for The Arts Council of Placer County (PlacerArts) including staff, programs, expansion, fundraising and execution of its mission. The ED will demonstrate a thorough commitment to the mission of PlacerArts. The ED will initially develop deep knowledge of field, core programs, operations and business plans. Under limited direction, the ED performs work directing the development and implementation of programs for the Arts Council of Placer County. ED researches needs of local arts community and the general public; locates sources of funds and prepares and submits grant proposals; negotiates and manages contracts for promotion of the arts and culture.

### **Distinguishing Characteristics:**

This is a single position having primary responsibility for the day-to-day affairs and operations of the Arts Council of Placer County. Specialized training in grant writing, social media, arts management, non-profit management and leadership or a related field.

### **Supervision Received and Exercised:**

Limited direction is provided by Board of Directors. Responsibilities include direct and indirect supervision over subordinate full-time, contractual, intern and volunteer staff.

### **Primary Responsibilities:**

- Revenue and resource management
  - Fundraising and grants
  - Volunteer relations and management
- Stakeholder Relations & Coordination
  - Relationship collaboration, synergy and leveraging with pertinent community and civic organizations in the arts, tourism, and economic development

### **Leadership and Management:**

- Ensures consistent quality of finance and administration fundraising, communications, cost accounting and systems
- Actively engages and energizes PlacerArts volunteers, board members, event committees, partnering organizations, other stakeholders and funders

### **Fundraising and Communications:**

- Expand local revenue generating and fundraising activities to support existing program operations and countywide programs
- Responsible for all aspects of communications and public relations including newsletters, collateral materials, advertising, news releases, website, social media and direct interaction with the community and the media with the goal of creating a strong positive brand
- Represents the Arts Council of Placer County at various speaking engagements
- Pursues relationships with other community and civic organizations, community leaders and other stakeholders to develop a positive and productive community presence for the Arts Council of Placer County to develop and leverage mutually beneficial opportunities to develop a high profile and economic impact for and by the arts and culture

**Planning and New Business:**

- Develops, maintains and implements a strategic plan to ensure county-wide service and expansion into new markets for the County

**Essential Duties and Responsibilities:**

- Serves as the Executive Director of the Arts Council of Placer County; establishes and monitors priorities for [number] primary programs; provide technical, professional, and mentoring guidance; connect staff and volunteers to art and cultural stake holders
- Assists in the development of a five-year strategic plan for the growth of the arts in Placer County by researching the arts and community needs
- Prepares annual operating budget and revenue projections for submission to the Board; develops, negotiates, and manages contracts; evaluates proposed and ongoing projects for cost effectiveness and makes recommendations to the Council regarding terminates unproductive programs, subsidies for high value programs and consideration of new programs
- Conducts grant research, development and resources, compiles inventories of local, State, Federal, endowments and other funding sources for the arts, and actively participates in securing such funds for support of the arts; prepares and evaluates grant proposals for funding
- Prepares comprehensive reports on cultural activities for submission to the Council;
- Represent the Council on administrative and arts matters before legislative bodies, and civic groups
- Maintains the organization brand and takes measures to ensure a positive and proactive and responsive public image
- Develops annual budget and presents to Board for approval, monitors budget and provides budget, cash flow, profit and loss and balance sheet reports as part of the monthly Board reports
- Responsible for management of cash flow to ensure adequate funding for payroll, operating and programmatic expenditures
- Ensures timely filing of various statements, reports and other information related to IRS requirements, FTB reporting, and grant accountability
- Ensures timely filing, payment and submission of permits, insurance and other organizational and event requirements
- Maintains current and accurate volunteer lists and contact information, including emergency information
- Prepares, submits and presents program reports and updates to the Board for evaluation
- Ensures timely and accurate payment to vendors
- Performs other or related duties as required

**Qualifications:**

Knowledge of:

- Management, organizational, and budgeting principles and techniques and social media
- City, County, and State government activities related to the functions of the Council.
- The arts, arts groups and their methods of operation.
- Principles of organizational administration, supervision, and performance evaluation.
- Visual, performing, literary, and media art

Skill in:

- Developing and maintain interpersonal and organizational relationships
- Grant writing and presentation
- Fundraising

- Art program assessment and evaluation
- Facilitation and education as a method of leadership
- Use of social media, computers and computer applications and software including, Word or Pages, Excel or Numbers, PowerPoint or Prezi, PDF and Quickbooks

Ability to:

- Effectively implement the mission and vision of the Board
- Prepare, analyze, and administer the Council's annual budget
- Prepare clear, concise, and comprehensive reports and correspondence
- Present reports and other information in a clear and effective manner at meetings, conferences, and hearings
- Evaluate and make recommendations on proposed projects and programs, with particular attention to cost effectiveness and community benefit
- Establish and maintain effective working relationships with civic groups, governmental agencies, the public, the arts community, and the business community
- Plan, assign, direct, and evaluate the work of subordinate employees
- Manage panel and working group processes
- Budget for and manage funds, including cash flow, for multiple funders and programs
- Interpret and explain the individual and inter-relational characteristics of the arts, government, education, philanthropic, finance and non-profit issues among various sectors and stakeholders
- Work independently, as well as collaboratively both externally and internally.
- Track and manage multiple projects, contracts, and budgets.
- Develop and implement programs
- Communicate clearly and effectively both verbally and in writing.
- Educate the public about the council and its programs and the overall benefits of arts and culture

**Experience and Education:**

Experience:

- Three years of management experience including professional level experience in planning, administering and managing an arts program or comparable program
- Track record of effectively leading a performance and outcome based organization and staff
- Provide specific examples of having developed strategies that have taken an organization to the next stage of growth
- Record of excellence in organizational management with the ability to coach staff, manage and develop high-performance teams, set and achieve strategic objectives, and manage a budget
- Strong marketing, public relations, social media and fundraising experience with the ability to engage a wide range of stakeholders
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Ability to work effectively in collaboration with diverse groups of people
- Passion, idealism, integrity, positive attitude, mission-driven, self-directed and can-do spirit

Education:

Possession of a Bachelor's degree from a four-year accredited college or university with a major in arts management or administration, business administration or a related field.

Substitution:

A Master's degree in arts administration or related field may substitute for up to two years of the required professional level experience.

**Special Qualifications:**

Possession of a valid California Class C Drivers License at the time of appointment.

Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

**Compensation:**

Compensation: \$40,000 annually plus performance incentive opportunities.

Paid Holidays (7): Memorial Day, Independence Day, Labor Day, Thanksgiving and the day after, Christmas Eve and Christmas Day.

Vacation: Ten days paid per year.

No more than 5 days per year may be rolled over to the following year.

Sick Leave: Up to 12 days per year.