

SLAC - Position Description

Position Title: **Executive Director, Shell Lake Arts Center**

Position Summary:

The Executive Director will have the responsibility for implementing and enhancing the organization's strategic goals, leading fund-raising initiatives, developing and carrying out program activities, leadership of the day-to-day administrative functions, ensuring proper facility upkeep, and ensuring that staff and resources are in place to meet operational needs. The individual will be bold and creative in enhancing the Shell Lake Arts Center's position as a vibrant community arts center and a leading regional education center for the performing and visual arts.

The Executive Director is responsible for the overall administration of the Shell Lake Arts Center, oversees an appropriate organizational structure, and ensures that the programmatic objectives are supported by strong internal operations, i.e., facilities, technology, finances, communication/marketing, resource development, fund-raising, and personnel. This can be accomplished through guidance and delegation of tasks and responsibilities to other staff members as needed. The Executive Director also provides a leadership role in the recruitment, training, and on-going development of the Shell Lake Arts Center's Board of Directors.

Job Responsibilities:

Marketing, Communication and Public Relations: The Executive Director is responsible for creating the Shell Lake Arts Center's annual marketing plan in accordance with the mission and vision of the Center. They will implement a comprehensive marketing, communications, and public relations program that enhances the organization's image and position within the marketplace and the general public. The Executive Director will facilitate and evaluate the organization's marketing, communications, and public relations activities and materials including publications, media relations, client acquisition, and social media:

- Coordinate media interest in the organization and ensure regular contact with target audiences and timely, appropriate responses to media requests;
- Develop and manage the public relations budget;
- Write press releases, make presentations and negotiate with all types of media; and
- Direct and approve all print material, flyers, posters, brochures, etc.

Recruitment: The Executive Director is responsible for the creation and implementation of a plan that will lead to the successful recruitment of participants to programs and camps conducted at the Shell Lake Arts Center:

- Lead the creation of a recruiting plan for each Shell Lake Arts Center program in coordination with faculty;
- Efficiently and effectively fill Shell Lake Arts Center programs with sufficient numbers of participants necessary for conducting each program;

- Conduct regular follow-up with the Board of Directors to determine the effectiveness of the recruiting plan and its implementation;
- Research and recommend new sources for active and passive program participants; and
- Build networks to find and recruit new potential participants.

Outreach: The Executive Director is expected to lead and strengthen fundraising endeavors. The Executive Director works closely with the Shell Lake Arts Center Resource Development Committee. Responsibilities of the Executive Director include:

- Develop, revise, and implement a plan for fund-raising for approval by the Board of Directors;
- Plan, organize, and solicit major donations;
- Cultivate relationships and maintain contacts with individual and corporate donors;
- Build relationships with foundations and coordinate affiliated support from groups as appropriate;
- Increase, strengthen, and diversify the organization's funding sources;
- Plan and execute various large-scale fund-raising events; and
- Assist in writing grants and preparing reports and evaluative materials for granting agencies.

Programs and Development: The Executive Director oversees the coordination and administration of all aspects of the Shell Lake Arts Center's programs. The Board of Directors approves all programs and the Executive Director's responsibilities include:

- Build a program that provides educational opportunities and entertainment events for all ages throughout the year;
- Plan, schedule, organize, and evaluate all programs;
- Hire faculty members for programs;
- Lead and control program activities;
- Conduct market research to support new program development;
- Establish and implement evaluation strategies to assess program performance, as well as areas for improvement for all programs;
- Collect and maintain program performance data (e.g., record, track and compile);
- Analyze program results and communicate findings to the Board of Directors;
- Implement and manage program revisions and modifications as needed to achieve program goals;
- Collaborate with the Board of Directors to develop program specific recruitment strategies;
- Maintain communication with stakeholders and customers regarding program issues and decisions; and
- Seek ways to enhance program efficiencies and productivity with faculty members and the Board of Directors.

Professional Leadership: The Executive Director provides guidance, direction, authority, and coaching to all Shell Lake Arts Center constituents including, but not limited to employees, parents, program participants, audience members, faculty, and volunteers.

Event Management: The Executive Director oversees all events at the Shell Lake Arts Center. This includes delegating, planning, coordinating, marketing, recruiting, and execution of events.

Finance: The Executive Director is responsible for overseeing the assets and financial affairs of the Shell Lake Arts Center, ensuring expenditures are in line with the Center's resources while achieving an appropriate balance between revenue generation and fundraising. The Executive Director works closely with the Shell Lake Arts Center Finance Committee. Responsibilities of the Executive Director include:

- Authorize purchase orders, vouchers, and payments;
- All expenditures require initial approval of the Executive Director with final approval by the Finance Committee; and
- Oversee the accurate recording of all revenue.

Qualifications:

1. A personable and inclusive management style that optimizes the staff and resources through leadership and delegation.
2. Significant and proven leadership skills developed through several years in senior management positions.
3. Experience researching market trends to identify valuable adjustments in programming to ensure that the Shell Lake Arts Center is viewed as a premier educational center for the arts.
4. Success at fund development, including knowledge of and success in attracting foundation and corporate grants, as well as the ability to identify, steward, and solicit donations.
5. Excels in project management and has a solid track record of seeing projects through to successful completion.
6. Experience leading a not-for-profit organization.
7. Ability to work with limited supervision, with an aptitude for detailed work and proficiency in prioritizing tasks.
8. Bachelor's degree with coursework in any of the following: arts; arts management; business; administration; communication; or related field. Master's degree preferred.
9. Excellent communication skills (oral and written).
10. A strategic thinker with an innovative style and a willingness to try new strategies.
11. Ability to work with a diverse Board of Directors, as well as community groups and individual artists.
12. Excellent organizational development, interpersonal, marketing, communication, administration and personnel management skills essential.
13. A passion for the mission of the Shell Lake Arts Center.

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