



## **Job Description for Choral Arts Ensemble Executive Director at .75 FTE**

Choral Arts Ensemble's mission applies to every position in the organization: *To inspire, educate, and enrich the community at large through outstanding choral performance.*

### **Organizational Relationships**

Reports to the Board of Directors on all non-artistic/institutional concerns. Works cooperatively with the Artistic Director. Collaborates with and supervises the work of the Operations Administrator and Concert Coordinator. Works collaboratively with the Board of Directors, choir members, volunteers, donors, and other members of the arts community in Southeast Minnesota. Works independently and collaboratively to find solutions that meet the operational goals and mission of the organization. Participates as an ex-officio member of the Board of Directors, contributing to overall business deliberations.

### **Position Summary**

The scope of responsibility includes fundraising and donor relations, audience development, marketing, and public relations, community outreach and education, strategic planning and execution, and the overall operational, financial, and administrative management of the organization. The Executive Director will develop relationships and collaborations with musical, performing, educational, and community organizations to expand Choral Arts Ensemble's outreach throughout the southeast Minnesota region. The Executive Director will maintain a high professional profile and work closely with the Board to ensure strong fiscal health and effective governance. In partnership with the Artistic Director and the Board, the Executive Director will work to enhance public awareness and recognition of Choral Arts Ensemble as a leading choral organization in Minnesota.

### **Anticipated Schedule**

Exempt position at .75 FTE; 30 hours per week; weeks before and after a concert will require longer hours as well as weeks before the annual fundraising event A Singing Valentine. It is expected that the Executive Director will meet at least monthly with the Artistic Director to discuss shared responsibilities, priorities, vision, etc. and to inform one another of current goals and projects. The Executive Director is also expected to attend Board meetings and committee meetings as appropriate.

### **Duties and Responsibilities**

#### *Fundraising and Development*

Lead Choral Arts Ensemble's development program, design comprehensive plans that maximize contributed income, and assume a leading and active role in fundraising in consultation and



cooperation with the Artistic Director and the Board.

The Executive Director will:

- Advise the Board of Directors and Fundraising and Development Committee in setting annual and long-term fundraising goals.
- Take a direct leadership role in Choral Arts Ensemble's development programs, including but not limited to *A Singing Valentine* and other fundraising efforts, and planned giving.
- Partner with the Artistic Director and the Board of Directors to identify, solicit, cultivate, and maintain strong relationships with individual, corporate, foundation, and government donors and sponsors.
- Broaden the organization's donor base – diversifying in terms of types (e.g., corporate, government, individual) and scale (small donors to large donors).
- Work with local and national funders to secure grants and foundation support.

#### *Audience Development, Marketing and Public Relations*

Oversee audience development, marketing, and public relations activities for the organization.

The Executive Director will:

- Develop innovative plans to grow the Choral Arts Ensemble audience - particularly new and younger audiences - and implement a strategy for developing them as patrons and donors.
- Supervise adaptation and maintenance of the Choral Arts Ensemble customer relationship management database to support documentation of donor movement through the philanthropic continuum.
- Partner with the Artistic Director, Operations Administrator, and appropriate Board subcommittees to elevate the brand through communicating the work and mission of the organization to the public through traditional and new media sources.
- Maintain relationships on a national level with organizations such as Chorus America.

#### *Community Outreach and Education*

In partnership with the Artistic Director, create and execute plans to ensure a systematic, values-based approach to outreach and education.

The Executive Director will:

- Develop collaborative partnerships with community arts, education, and cultural organizations to advance Choral Arts Ensemble's outreach activities.
- Work with members of the community to develop appropriate strategic partnerships, and



seek to include members of the community's various multicultural groups and people of all ages.

- Represent Choral Arts Ensemble at various community events in a manner that enhances our reputation and improves our ability to serve the needs of the community.
- Cultivate good relations with media in the regional performing arts community.

### *Strategic Planning and Execution*

Implement, monitor, and evaluate the long-term strategic plan in coordination with the Board of Directors, Artistic Director, and Operations Administrator, reporting progress towards goals regularly.

The Executive Director will:

- Oversee the implementation of the strategic plan to ensure consistent progress using tools such as the Essential Board Plan and committee structure
- Ensure that an annual evaluation of the implementation of the strategic plan occurs including appropriate adaptations to the strategic plan

### *Operational Management*

Direct and manage the organization's operations, budget, and administration to ensure fiscal responsibility and the most effective use of resources.

The Executive Director will:

- Together with the Artistic Director and staff, develop season programming and other performance events
- Develop and implement an annual budget and operating plan. Monitor performance against budget, make corrections as needed, and provide regular financial reports to the Board of Directors.
- Provide day-to-day direction to the Operations Administrator and Concert Coordinator.
- Along with the Personnel Committee, conduct annual performance assessments for the Operations Administrator and Concert Coordinator.

### **Experience and Qualifications**

A successful track record in non-profit/arts management, preferably with choruses or orchestras, with an emphasis on fundraising, marketing, and audience development is required. A bachelor's degree is required; master's degree is preferred.

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The ideal candidate will:

- Be a visionary leader and strategic thinker who combines passion and creativity with a knowledge and understanding of choral music to guide Choral Arts Ensemble in its strategic plan
- Be an effective and enthusiastic fundraiser: possess a record of success in generating financial support for on-going programs, educational activities, special projects, and endowment; be creative in finding new and effective ways to increase financial support for Choral Arts Ensemble.
- Be able to share a special passion for choral music and the arts when talking with the public
- Have a demonstrated record of success in retaining and building audiences for a diverse offering of concerts
- Be experienced in collaborating with a wide network of partnerships and in presenting concerts in multiple venues
- Be an experienced executive with excellent planning, organizational, communications, financial, and leadership skills
- Be willing to assist with concert production tasks including set up, tear down, and other tasks as necessary to ensure a successful event
- Have the ability to lead, inspire, and motivate staff and board members in an environment that fosters creativity, a commitment to excellence, teamwork, and mutual respect.
- Welcome the opportunity to work closely with the volunteer singers who dedicate their time, energy, and resources to Choral Arts Ensemble.