



## **EXECUTIVE DIRECTOR**

The executive director is a dynamic and experienced leader and arts advocate who is committed to the continued growth and vitality of the St. Petersburg Arts Alliance and to the strengthening of St. Petersburg's identity as a thriving arts destination. He or she will realize SPAA's mission to serve as the umbrella organization for the City's arts and cultural community by empowering artists, arts organizations and creative businesses to work collaboratively; driving arts-related economic development; and ensuring that the arts are represented in citywide plans and initiatives. The director serves as the chief operating officer of the Arts Alliance, working closely with and reporting to the Board of Directors.

### **Primary areas of responsibility**

- **Strategic Planning** – Develops and implements strategic plan and annual action plans in conjunction with the Board
- **Program Management** – Develops, implements and supervises programs and services that meet constituent needs
- **Fundraising** – Develops and leads all fundraising plans and financial strategies
- **Fiscal Management** – Develops annual budget and oversees fund management
- **Staff Management** – Hires, supervises, motivates and evaluates staff
- **Community Relations** – Develops effective working relationships and partnerships with organizations, businesses, and government entities.
- **Communications** – Serves as the chief spokesperson for the Arts Alliance
- **Advocacy** – Articulates and communicates the value of the arts locally and regionally
- **Board Management** – Maintains a strong relationship with the Board to facilitate its effectiveness.

### **Requirements**

The Executive Director must be a dynamic, creative and adaptable individual who shares the Board's commitment to enrich the community through the arts. The ideal candidate will be a proactive, passionate, self-directed leader who knows how to respond to change and work smart.

### **The Executive Director must possess the following:**

- A visionary, community-oriented and collaborative leadership style
- An action-oriented, entrepreneurial approach to developing innovative, funded programs.
- Ability to engage and work well with diverse groups and individuals while integrating divergent ideas and opinions.
- Strong skills in negotiation, conflict resolution and problem solving.
- Ability to develop and sustain a strategic focus and balance competing demands.
- Ability to establish, articulate, and maintain organizational and operational priorities.

- Strong planning, organizational and analytical skills to ensure quality performance and data driven outcomes.
- Proven excellence in coaching, managing and developing high performance teams.
- Strong communications, marketing and public relations experience
- Demonstrated ability to achieve strategic objectives and manage a budget.
- Solid understanding of non-profit revenue models and best practices
- Success in working with a Board of Directors to ensure governance best practices and the effective development and recruitment of Board members

### **Education and Experience**

- Bachelor's degree from a regionally accredited college or university with an emphasis on nonprofit management or arts administration is preferred
- Master's degree preferred.
- A minimum of five years full time, successful, experience in nonprofit management with significant experience in the arts.
- Prior experience as Executive Director is preferred
- Mastery of the following platforms, programs, and software: Apple Computers, Google Drive, QuickBooks, Wild Apricot, Mail Chimp, Adobe and the Microsoft suite.

### **Salary & Benefits Requirements**

This salary range for this position is \$70,000 - \$80,000, two weeks PTO. Does not include any medical or retirement benefits.

# EXECUTIVE DIRECTOR JOB DESCRIPTION

## Duties and Responsibilities

### Leadership

- Provides innovative leadership and direction to effectively execute the Alliance's mission, vision and values while meeting annual goals and objectives.
- Develops and implements the organization's Strategic Plan and annual action plans in conjunction with the Board of Directors
- Develops effective working relationships with organizations, businesses and government entities to ensure that the arts in are represented in city and countywide plans and strategies.
- Stays informed of arts-related trends, issues, events, and developments locally, regionally, and nationally through professional contacts, conferences, board affiliations and peer interactions.

### Management

- Develops, implements, and supervises programs and services that are consistent with the organization's mission and strategic plan and meet constituent needs
- Hires, supervises, motivates, develops and evaluates staff.
- Builds team cohesion to foster a climate of supportive collaboration and high performance
- Plans and implements effective and consistent communications within the organization to ensure a focused effort and well-coordinated activities.

### Finance

- Develops an annual budget and financial strategies for approval by the Board.
- Oversees the management of all funds, consistent with the organization's accounting system
- Clearly articulates and interprets the organization's financial statements including; the 990, Profit and Loss and Balance Sheet
- Ensures consistency between programmatic objectives and available resources.
- Works with staff to ensure the achievement of all operational and financial targets.

### Communications and Advocacy

- Serves as the chief spokesperson for the Arts Alliance to the media and at public events to communicate the value of supporting the arts.
- Advocates for arts programming at the local, county and state level, communicating the message that arts are socio-economic drivers.
- Maintains close working relationships with our arts community's constituents, including, higher educational institutions, school districts, arts districts, funding organizations, media, arts groups, and leaders in the community

**Fundraising**

- As chief fundraiser, the ED executes funding requests through a variety of channels.
- Works with the board to ensure a sustainable funding base for the organization.
- Sets fundraising goals, creates strategies and targets for all donor segments, with a focus on growing unrestricted support from individuals and other sources.

**Board Relations**

- Keeps the Board of Directors informed of operations and any critical matters; provides timely and concise financial and fundraising assessments.
- In partnership with the Board Chair, coordinates efforts of board committees and task forces; develops board meeting agendas, schedules, retreats and other activities.
- Develops and recommends policies and procedures as requested by the board of directors; implements approved board policies, program goals and objectives.
- Assists the board in identifying and recruiting new members whose talents, backgrounds and commitment are aligned with the Alliance mission.

---

Signature

---

Date