

# ***Executive Director*** ***The Confluence Arts Center*** **Position Description**

## **INFORMATION ABOUT THE CONFLUENCE ARTS CENTER**

Scheduled to open in fall 2018, the Confluence Arts Center (The Confluence) will be located in downtown Eau Claire, WI and will include a 1,200-seat theatre and a flexible 400-seat theatre, rehearsal, dance and community rooms; visual arts studio and galleries, labs for sound and lighting, set and exhibit design, recording arts, multimedia production and costume design; a scene shop equipped to support the maker space and vocational training initiatives; administrative offices for management, University of Wisconsin-Eau Claire faculty and Visit Eau Claire staff. The Confluence offers the community a facility capable of providing transformative training, learning and creative opportunities. The Confluence will operate in support of a mission that is focused on augmenting and developing regional education opportunities in the performing and visual arts for people of all ages and backgrounds.

## **ABOUT EAU CLAIRE, WI**

Eau Claire is a thriving community of 70,000 with nearly 250,000 people in its surrounding market area. It grew rapidly in the late 19th Century as a lumber town at the edge of the vast Chippewa Pinery. As that resource diminished, it reinvented itself as a manufacturing center, and then rose from the ashes of deindustrialization as a retail, medical, and education city. It is the economic and cultural hub of West Central Wisconsin with the Eau Claire branch of the Mayo Clinic and the University of Wisconsin-Eau Claire as two of the largest employers. UWEC is known as Wisconsin's Liberal Arts Campus and has outstanding programs in music, theatre, and the sciences. The City offers outstanding educational systems, has a safe and welcoming environment, and is a nexus of the arts including music of all genres, theatre, dance and an active, engaged literary community in a setting of stunning physical beauty focused on the confluence of the Chippewa and Eau Claire Rivers for which our performing arts center is named. The region offers a variety of outdoor activities including canoeing, kayaking, biking, hiking, and camping in the summer and cross-country skiing, skating, and snowshoeing in the winter. Eau Claire is an easy 90-minute drive from Minneapolis-St. Paul, providing access to additional shopping, culture, and sports.

## **POSITION SUMMARY**

Reporting to and working closely with the Board of Directors, the Executive Director will partner with the Director of Artistic Programming and the Director of Production to provide leadership, create vision, and carry out strategic planning and programming for the Confluence Arts Center. The Executive Director will be responsible for providing direct oversight and management of all non-artistic areas. The Executive Director will execute operating strategies and plans, manage administrative staff, lead fundraising efforts, and establish relationships within the local and regional communities.

The Executive Director will be an inspiring leader within the organization and the community, publically representing the Confluence Arts Center in all matters regarding media, government, business, cultural, and educational institutions. As part of the Executive Committee, the ED will lead the team in setting the overall vision and mission of the organization. The Executive Director must achieve mutually agreed

upon goals and objectives, facilitate internal management, and engage the Board. The Executive Director will lead the Executive Committee and external affairs.

## **ROLES AND RESPONSIBILITIES**

### ***Financial and Human Resource Management***

The Executive Director will provide prudent financial management to advance the mission while creating a solid human resource infrastructure to support the staff.

- Manage operations, budget planning and reporting, cash flow, and administration and implementation of short and long range plans.
- Present balance sheets, income statements, and other financial oversight reports to the Board for review.
- Create and maintain appropriate policies and procedures for internal controls and address any audit issues.
- Ensure that financial activities comply with generally accepted accounting practices.
- Lead staff hiring, management, development, and retention and incorporate open discussion and reviews.
- Foster open communication, create a collaborative atmosphere, and develop trust and cohesion within the organization.

### ***Earned and Contributed Revenue***

Identify, lead, and enhance earned and contributed revenue opportunities.

#### **Internal:**

- Ensure the highest levels of excellence in the delivery of outstanding audience and artist experience.
- Actively participate in the cultivation and solicitation of major donors, individuals, foundations, corporations, and government.
- Direct the achievement of annual subscription and single ticket sales goals.
- Serve as the chief fundraiser for the organization responsible for all sponsorships, naming rights and underwriting, events, annual campaigns, and the current capital campaign.
- Develop revenues from educational programs in the form of tuition, fees, and grants
- Grow internal revenues from concessions, catering, and beverage sales
- Actively solicit revenues from events (weddings, conferences, meetings)
- Derive revenues from Art Gallery and other merchandise sales.

#### **External:**

- Acquire funding in the form of sponsorships, subscriptions sales, ticket sales and annual membership/underwriting campaigns
- Actively pursue grants to support the operation and improvement of the Confluence Center
- Generating Major and Planned Gifts for the current capital campaign and future capital projects, building the operational endowment and securing major (\$25,000 or higher) gifts for operations, facilities and programming.
- Focus on identifying, cultivating, soliciting and stewardship major donors, including individuals, families, corporations, organizations and foundations.
- Develop collateral benefits in the form of special tickets, access, receptions, etc., to ensure that the donors and donor prospects at this level are ensured of access and connection to the Arts Center.

- Be face/voice of the Arts Center for external funding efforts.

### ***Education, Outreach, and External Relations***

Foster an environment for learning and collaboration to further the Confluence Arts Center's mission, vision, programs, and impact.

- Position the Confluence Arts Center as a first-class cultural asset in the Greater Eau Claire community.
- Enhance and create appropriate strategic partnerships in the community that advance the educational outreach community activities of the Confluence Arts Center.
- Build effective relationships with business and government leaders as well as other arts, academic, and community organizations.

### ***Governance***

Partner with the Board of Directors and be a consensus builder, working collaboratively to develop an overall strategy and policy.

- Support the Board by keeping them informed of the internal and external issues affecting the organization.
- Through the Nominating Committee, engage, attract, and develop new Board members and other volunteers, ensuring that they are motivated, engaged, and energized by their association with the Center.
- Help Committees develop goals and implement strategies to advance annual and long-term goals.

### **TRAITS AND CHARACTERISTICS**

The Confluence Arts Center will serve as an academic and performance venue for the University of Wisconsin-Eau Claire and multiple local arts organizations. The Executive Director will be a visionary leader with an understanding of the complexities of a multi-disciplinary arts center and a personal passion for the arts. S/he will be a team player, deeply engaged with all stakeholders to understand their diverse needs and interests. The Executive Director will have superior communication, public speaking, active listening, and interpersonal skills in order to build internal and external networks of supporters and alliances in the Greater Eau Claire region. As a mentor to the staff, s/he will set clear expectations, create transparent processes and procedures, guide the creation of short- and long-term plans, and support employees' professional development. S/he will possess the financial savvy and business acumen to make sound decisions and support goal achievement. The Executive Director will be a gracious ambassador for the Confluence Arts Center, remaining customer-oriented, warm, friendly, and focused on collaborative initiatives, donor stewardship, and audience development.

The selected candidate should also demonstrate the following competencies:

- **Leadership & Teamwork** – Works collaboratively, effectively and productively with others to achieve extraordinary consensus-based results.
- **Flexibility, Resiliency, and Problem Solving Ability** - Agile in responding to change with an ability to recover quickly from adversity by anticipating, analyzing, diagnosing, and resolving problems.
- **Decision-Making, Self-Management, Planning & Organizing** - Uses logical, systematic, and orderly procedures to create plans, and manages time and priorities for themselves and their team, utilizing effective process to make decisions, which leads to the achievement of objectives.

## **QUALIFICATIONS**

The successful candidate will have senior-level management experience in the nonprofit or for profit sector and the ability to create a human resource function that supports the staff at all levels. S/he will possess the skills to set and meet achievable and sustainable contributed and earned income goals, with a minimum of five years involvement in fundraising and audience development activities. Qualified applicants will have a bachelor's degree, advanced degree preferred, and experience working with nonprofit boards as well as an understanding of prudent financial management. A deep personal commitment to the arts, in its myriad of forms, is expected.

## **COMPENSATION**

Compensation will be based on experience and background.

## **APPLICATION AND INQUIRIES**

Please submit cover letter and resume (electronic submissions preferred) with a summary of demonstrable accomplishments to [vickih@rcu.org](mailto:vickih@rcu.org) with "Confluence Arts Center Executive Director" in the subject line.