

newVoices Executive Director Position Description

March 2017

Reports to: Board of Directors

Position type: Full-time salaried

Location: Appleton, WI

Summary: The Executive Director is responsible for carrying out newVoices' strategic plan and directing the day-to-day operations of the organization. The ED is the executive manager for all administrative functions of the organization—including securing sufficient revenue, from earned and philanthropic sources, to meet or exceed annual expenses. He or she works in partnership with the Artistic Director, who is responsible for the artistic product, and with the Board of Directors, which is a highly engaged body. As the public face of the organization, the ED builds relationships with community leaders and arts stakeholders, and represents newVoices professionally and responsibly.

About newVoices: NewVoices connects, engages, and strengthens communities through the unifying power of choral music. We are a mixed-voice adult choir comprised of 80 volunteer singers who audition, rehearse, and perform like professionals. Our singers and audiences come from a 6-county region in Northeastern Wisconsin. We perform 4-5 live choral concerts annually, each featuring fresh repertoire and with thematic programming that responds to community issues and emphasizes collaboration with partner organizations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Administration (50%)

Collaborate with newVoices (NV) Board of Directors and Artistic Director on strategic direction; establish and implement action plans to advance strategic goals and objectives.

Direct NV annual business planning and accounting activities, in collaboration with the Treasurer, Business Manager, and bookkeeper. These include:

- development of the annual operating budget for the Board's approval
- negotiating for discounted or donated goods and services
- oversight of financial recordkeeping, internal controls, and database maintenance
- oversight of accounts receivable and payable, insurance coverages, payroll and sales tax remittance, required state and federal financial reports, and other day-to-day financial affairs

Direct administrative and logistical aspects of artistic activities, including:

- identify and plan collaboration and outreach opportunities with potential community benefit, e.g. with charities, community initiatives, and other arts organizations
- advise on concert themes and repertoire to advance multiple objectives of artistic excellence, audience development, and serving community needs
- assist with selection of guest artists and negotiate guest artist contracts
- assist with selection of concert and rehearsal venues and negotiate venue contracts
- ticket sales and distribution; money handling; music purchase/rental; printing and stuffing programs; recruit, oversee and support volunteers for venue setup and teardown, box office/will call, and ushers.

Support ensemble membership management activities, which are led by the Ensemble Council, including dues collection, apparel payments, apparel management, attendance, CD duplication and payment, music maintenance, and members' email addresses for communications.

Supervise all administrative personnel, including: Business Manager, contractual employees, establish volunteer organization, interns, and any other paid or unpaid administrative personnel.

Increase ticket purchases and brand awareness by coordinating with NV Marketing Committee on public relations activities, including: concert advertising and promotion, season program brochure and marketing materials, website, social media, and public relations opportunities for events and/or concerts.

Represent NV and its interests at various professional, industry, and community associations. Network with sponsors, vendors, community associations, and other external audiences to build new audiences and enhance NV recognition and importance as an arts provider and community collaborator.

Fund raising (50%)

In collaboration with the Fund Development Committee, direct the management and expansion of fund raising efforts from individuals, foundations, corporations, and government agencies, including:

- Identify and qualify new prospects.
- Cultivation and personal solicitation—independently and in partnership with board members or other volunteers—of new and current prospects, focusing on prospects with potential to give at least \$1,000 annually.
- Implement “annual giving” campaign plan developed by the Fund Development Committee, including: mail and email appeals, newsletters, Conductor’s Circle leadership giving program.
- Write grant proposals and reports.
- In collaboration with Fund Development Committee, plan and hold at least one major fundraising concert annually.
- Plan and hold smaller fundraising events as needed for identifying, acquiring, upgrading, and/or stewarding prospects and donors with capacity to give \$1,000 or more.
- Enhance the menu of sponsorship opportunities.
- Seek opportunities to grow the endowment and to establish a planned giving program.
- Stewardship and donor relations through mail, email, social media, and personal contact.

PERFORMANCE EXPECTATIONS

The Executive Director sets the direction for revenue and support and ensures the financial health of newVoices. Some evening and weekend hours are required for donor engagement, board of directors governance, and concert and rehearsal support. The ED is expected to:

- Translate broad goals into achievable steps.
- Plan and meet deadlines.
- Make decisions and solve problems independently.
- Establish constructive relationships with the Board of Directors, Artistic Director, Business Manager, ensemble leadership, donors, and key community leaders and arts stakeholders.
- Adhere to the highest ethical standards in management, governance, finance and fund development.
- Be an enthusiastic, articulate, and effective advocate for the artistic mission of the organization.
- Stay current in best practices for fund development and nonprofit management.

QUALIFICATIONS

- Bachelor’s degree required, preferably in nonprofit or arts management, community development, leadership, or a liberal arts degree; experience equivalent to a degree may be accepted.
- 3 - 5 years progressive experience, ideally including managing staff and volunteers.
- Experience in board development and strategic planning preferred.
- Fundraising experience, ideally including familiarity with: face-to-face solicitations; proposal writing; special events; direct mail; electronic and social media; prospect management; major and planned gift programs; and development office functions including gift processing, gift and prospect record keeping, and reporting.
- Commitment to community involvement such as volunteerism.
- Ability to take initiative, to organize and implement a multi-faceted workload with minimal supervision, and to function well as a member of a team.
- Outstanding professional communication skills.
- Ability to prioritize work, train and delegate to others.
- Understanding of budget development and general financial/administrative practices.
- Fluency with software such as Microsoft Word, Excel, Google Drive, and database management.
- Valid driver’s license, good driving record and reliable transportation.

APPLICATION INSTRUCTIONS

Email cover letter and resume, in PDF format, by April 28, 2017 to: board@newvoicechoir.org.