



Job Description – Executive Director – Shelby County Community Theatre

JOB SUMMARY

The Executive Director is responsible for the leadership and management of the Shelby County Community Theatre including the completion of select administrative tasks, as well as strategic goal fulfillment as determined by the SCCT Board of Directors. This individual is ultimately responsible for fulfilling SCCT's mission to **create opportunities for involvement in the arts and provide the space needed to do so**. The Executive Director must be an excellent communicator and be able to coordinate a community of diverse constituents including volunteers, board members, and production crews. The Executive Director is highly engaged in fundraising, marketing, and budget development for the theatre. The position also directs the work of one staff member, the Office Administrator. Above all, the Executive Director inspires current and future SCCT patrons and is an exemplary representative of the theater to the community at large. The Executive Director is paid on a salaried basis and expected to work a minimum of 30 hours per week.

JOB DUTIES

General and Administrative:

- Prepares Executive Director report for monthly Board of Directors meeting
- Oversees all business management of the theatre and the coordination of all activities, including the logistics planning and advertising of Main Stage and Upstairs at 801 productions, with assistance from the Office Administrator

Promotion/Marketing/Advertising:

- Oversees the promotion and marketing of the theatre that includes annual direct mail appeals, press releases, and all necessary marketing materials and campaigns
- Oversees the creation and implementation of the annual marketing plan including social media communications, traffic monitoring, email correspondence, newsletters, direct mail and other campaigns to build ticket sales, membership, donor and audience bases
- Oversees the specific marketing and promotion plan of each stage production, taking care to devise a strategy that meets the unique aspects and needs of each show
- Acts as spokesperson for the theatre for media inquiries or news stories with consultation from the BOD

Facilities:

- Directs maintenance personnel and independent contractors performing work on the premises.

Supervision:

- Provides direct supervision for one hourly administrative employee, including annual performance evaluation

Financial:

- Works with Board Treasurer to develop annual operating and capital budgets, and ensures that SCCT is operating in accordance with approved budgets
- Works with Board of Directors to oversee planning and implementation of capital expenditures and facility improvements that will grow annual revenue as well as ensure safe facilities for public use and preserve the historic nature of the building

Fundraising:

- Plan, organize, direct and expand fundraising opportunities; oversees a plan that involves identifying, cultivating, soliciting, and securing current and prospective corporate, community, foundation, and individual donors. Secures season sponsorships for all SCCT productions.
- Investigates potential grants, identifies grant-writing experts, and builds and sustains relationships with current, new and potential grant-giving organizations and individuals

Community Presence:

- Represents SCCT to the regional, state, and local theatre community, government agencies, businesses, press and constituencies through active involvement in events and programs. Ensures that SCCT operates at the highest levels of non-profit governance, fiscal prudence, copyright and contract legal compliance, and production quality.
- Maintains a visible leadership role in the community and makes recommendations regarding community outreach initiatives and educational programming
- Actively pursues partnerships with educational and community organizations to explore collaborative opportunities/programs/events

Show Production:

- Serves as Executive Producer for all SCCT productions. Meets with directors and explains theatre policy and procedure and helps to secure production crew.
- Serves as point of contact for directors. Explains Director contracts, theatre policy and procedure.

Artistic Influence:

- May participate in Play Selection and Educational Programming Committees.
- May assist in the development of the educational curricula and ensures all logistics associated with classes and instructors are secured.

QUALIFICATIONS

- Proficient in non-profit grant writing
- Familiarity with theatre operations
- Highly competent in marketing strategies, concepts, and tools. Degree in Marketing highly desired.
- Ability to gain the respect and support of various constituencies, including board and staff, donors, foundation, and community leaders
- Demonstrated success in securing major and annual gifts from foundations and corporations and major gifts from individuals
- Demonstrated success in meeting annual fund goals, exploration of grant opportunities, obtaining sponsorships, etc

- Demonstrated experience in managing people and budgets
- Excellent written/oral communication skills
- Proficiency in Microsoft Office Suite, proficiency in social media platforms, and ticketing software
- Ability to work in a hands-on environment with limited resources
- Strong entrepreneurial self-starter attitude

PHYSICAL DEMANDS

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform those functions. Current facilities are not wheelchair accessible. Lifting requirements up to 50 pounds. Climbing stairwells to access both floors of the building is necessary.

***Due to the educational focus and youth production programming, the Executive Director will be required to successfully pass a background check on an intermittent basis.