

**JOB DESCRIPTION: Executive Director****ORGANIZATIONAL OVERVIEW**

The Sooke Fine Arts Society is a non-profit organization governed by a Board of Directors that was created to encourage and promote a greater understanding and appreciation of the arts by organizing an annual art show, as well as hosting public learning opportunities to demonstrate artistic technique and expertise. The annual art show, held at the end of July and early August of each year, is Vancouver Island's premier adjudicated art show bringing artists, volunteers, visitors and art patrons together for an eleven-day celebration of the arts.

**POSITION SUMMARY**

The Executive Director position ensures the smooth functioning and operations of the non-profit Sooke Fine Arts Society (SFAS) and its annual Fine Arts Show. The ED safe-guards the charitable status of the Society while overseeing operations, administration, staff and volunteers; liaising with the Board of Directors; fulfilling goals of the Strategic Plan and providing strategic leadership in meeting financial and operating objectives of the Society; coordinating activities of all team line functions; planning and executing fundraising, marketing, media and communication strategies; developing programming and budgets; writing grants; building and maintaining relationships with stakeholders; managing graphic design, website, ad sales, sponsorships, gifts-in-kind, artist remuneration, office administration, databases, programs and communications; contracting for services; noting trends and emerging artistic genres; and taking steps to protect the Society's reputation, upholding the highest standards of service and experiential value for the Sooke Fine Arts Show. The ED represents the Society within the local community.

**PRIMARY RESPONSIBILITIES****Leadership**

- The ED role requires superior interpersonal and leadership skills with staff, team leaders, and volunteers in a respectful and supportive environment.
- The Society's Code of Conduct is central to all interactions.
- Visioning and goal setting as well as managing change, are central to smooth operations.
- Fostering trust is a core leadership requirement in this role.

**Administration and Operations**

- Manage the day to day administrative functions of the SFAS office, including adherence to policies and procedures, in a timely manner.
- Responsible for the integrity of data, internal systems and record-keeping for artists, volunteers, sponsors, donors, purchasers, advertisers, media, membership, and publicity contacts, maintaining digital, paper files and back-ups.
- Ensure compliance with privacy laws and that confidentiality of information is safeguarded.

- Fulfill the needs of the Board of Directors, prepare monthly reports, create and present an annual report to the membership at the AGM.
- Ensure website information is pertinent, accurate and easily accessible.
- Procure contracts on behalf of the Society to fulfill its goals and those of the annual Fine Arts Show.

### **Human Resources**

- Establish a positive, healthy and safe work environment.
- Mentor staff and create opportunities for growth and job satisfaction.
- Provide performance reviews.
- Encourage a team environment.
- Advertise, interview, hire, train and mentor staff as shifting needs arise, i.e. summer students.

### **Financial**

- Reconcile contracts, invoices, and PayPal receipts for bookkeeper.
- Prepare show and office admin budgets.
- Prepare grant applications and year end grant reports.
- Seek sources of revenue, funding opportunities, sponsorships, and gifts in kind in support of the Sooke Fine Arts Show.
- Propose creative fund-raising ideas for a variety of initiatives, devising activities and events to best meet fund-raising goals while focusing on the Society's mandate.
- Work with the Treasurer on budget forecasts.
- Approve expenditures to appropriate levels set by the BoD.
- Prepare summaries of artist payments accounting for exhibition fees, gallery sales, gift shop sales, commissions, taxes, demos and lectures in preparation for disbursements.
- Approve expenditures of Team Leaders ensuring they are within budgets, or explaining any anomalies.
- Track advertising revenues, produce invoicing and receipts.
- Track benefits and recognition for all cash and GIK sponsorships.
- Track all donations and ensure charitable receipts produced.

### **Show Coordination**

- Manage and coordinate all aspects of the Sooke Fine Arts Show to meet the vision and budgetary goals of the Society; prepare for the comfort, safety and entertainment needs of the public; create appropriate programming; ensure a seamless experience utilizing the volunteer skills offered; make certain timelines and budgets are met; focus on a positive experience for all stakeholders; measure and quantify the success of the event for artists, patrons, sponsors and the community.
- Ensure Submission, Exhibition Guidelines are current, accurate, fair and made available to all artists via the SFAS website.
- Conduct a variety of surveys to assess opportunities for improvement.
- Gather artist contacts for the Call to Artists to keep the show fresh and vibrant.

- Oversee Team Committees to ensure each aspect of the Fine Arts Show is in compliance with rules and regulations, is on point, has timely responses, cohesiveness with all other teams and that there end result is a seamless production.

### **Communications**

- Develop communication strategies for all stakeholders, utilizing newsletters, social media, postal services, email, telephone or in person, as the need fits. Contacts are in the thousands and each segment (and many individuals) require a unique approach.
- Communications are focussed, engaging and timed to fit a variety of functions of the Society throughout the year.

### **Promotion, Marketing and Media**

- Operate within the Society's budget to create an overarching media plan.
- Negotiate with each media outlet, creating schedules denoting camera ready deadlines and issue dates.
- Negotiate contracts for print and promotional services, creating a schedule for each product, to fulfill the marketing needs of the annual Fine Arts Show.
- Contract for Graphic Design and work to create an optically effective promotional theme and materials for every item produced in advancement of the Fine Arts Show, based upon the Designer's Choice Award.
- Work with the Graphic Designer, to create all Show print advertisements for a wide range of publications and ensure the accuracy and visual appeal of all ads prior to print.
- Maintain a strong focus on all promo product print deadlines, and all ad copy in all media depending on what is required at different times of the year.
- Create media pitches for radio, television and print, attempting to attract feature coverage in as many outlets as possible.
- Ensure the accuracy, quality and quantity of all print materials ordering based on analysis of demand in order to avoid scarcity and oversupply.
- Write and submit numerous Press Releases from a variety of foci to engage the press, and ultimately, to encourage the public to attend the Show.

### **Volunteer Management**

- Determine volunteer needs and develop strategies for attracting, rewarding and retaining volunteers to encourage participation in all aspects of the Sooke Fine Arts Show.
- Conflict management, empowerment and visioning skills are beneficial, as is the ability to inspire and create a fun environment.
- Volunteers are encouraged to feel accomplishment, inclusion and enjoyment.
- Procuring items volunteers require in order to contribute their best.
- Listening to the ideas and wisdom of those who have offered their services.

### **Stakeholder Relationship Management and Partnership Development**

- Manage relationships with artists, volunteers, sponsors, grantors, donors, members, purchasers, media and local government.
- Establish good working relationships and interactions with community groups, and partners using collaborative means to achieve mutual goals.

- Recognize opportunities to promote, enhance or protect the Society through liaisons with local partners and organizations with common community goals.

### **Project Management**

Oversee the implementation and evaluation of special projects, programs and services both within the annual show and throughout the year as directed by the BOD with an eye on fulfilling projects within scope, schedule and budget.

## **QUALIFICATIONS AND EXPERIENCE**

### **Education**

Post-secondary degree in arts or business management, or a combination of education and experience in a related field.

### **Experience**

- 3-5 years of management experience in the non-profit sector with a track record of superior performance and sound judgement, or a combination of relevant experience.
- Demonstrated experience in strategic planning, fund development and financial management.
- Human resource management experience.
- Demonstrated fundraising and proposal writing skills.
- Proven experience building and maintaining excellent relationships with various stakeholders.
- Proven communications experience.
- Understanding and experience working with the media.
- Event planning.
- Public speaking.

### **Knowledge, Skills and Abilities**

- Leadership and management principles as they relate to a non-profit organization with hundreds of volunteers.
- Knowledge of community challenges.
- Financial Management.
- Project Management.
- Strong communication and marketing skills.
- Knowledge of the business of art, creative processes, disciplines, design, and/or installation.
- Excellent interpersonal skills, including written, oral and presentation.
- Proficiency in program development, delivery, reporting and evaluation.
- Technically adept and knowledgeable trouble-shooting tech issues.
- Proficient in the Microsoft suite within a Mac environment and the full range of Mac-OS iWork suite.
- Desktop publishing, graphic design skills and knowledge of File Maker.

### **Personal Characteristics**

- Strong interpersonal skills
- Sound judgement
- Above-average organizational ability
- Integrity
- Results orientation
- Customer service outlook
- Ability to inspire teamwork and cooperation
- Capacity for innovative and strategic thinking
- Flexible approach to problem solving
- The ability to prioritize and manage multiple tasks in an environment of quickly changing priorities
- An upbeat positive attitude
- The ability to manage a high stress load

### **Reporting Relationships**

The Executive Director (ED) manages/supervises the Administrative Coordinator and any other hired staff. The ED reports to and takes direction from the Board of Directors, attending all regular Board meetings, and working with the Board President, or designate, for any and all issues needing to be addressed between Board meetings.

### **Compensation**

Salary commensurate with experience.  
6% vacation pay in lieu of vacation time.  
Benefits package.

### **Working Conditions**

Work location is an office located above the ice arena. Primarily work is office-related, with some gallery construction and may entail performance of line roles during show time. Office is not handicapped accessible and there is no running water except at washrooms located some distance from the office. Loud noise and temperatures associated with arena proximity.

### **Hours**

1820 hours per annum, working a standard work week, that may include evenings and weekends. Concentrated hours through the months of May, June, July and August.

### **Location**

SEAPARC Leisure Complex, 2168 Philips Road, Sooke

### **Position Structure**

Contract