



EXECUTIVE DIRECTOR

February 2021

Status: Full-time, exempt employee

Salary: In the \$50-\$60K range, commensurate with experience

Reporting: Board Chair with close partnership with the Board of Directors

Location: 6580 Main Street, Gloucester, Virginia 23061

ABOUT ARTS ON MAIN

Arts on Main (AoM) is a 10-year old non-profit, vibrant, growing arts consortium whose mission is to bring the arts in all its forms to our community. About 25-33% of our income is Earned Income through art classes and gallery sales of art on consignment. The remaining income is raised as Contributed Income through fundraising and two major event fundraisers each year: Fall Gala and RiverJam (outdoor music concert). AoM's budget has grown to about \$350,000 in the past four years, again, supported by individuals, grants, foundations, education programs and rentals.

Arts on Main has an active and engaged 15-person Board of Directors and two part-time staff: a gallery manager and a programs and marketing specialist. Visit www.gloucesterarts.org to learn more about our mission and our programs, as well as our downloadable Annual Report.

POSITION OVERVIEW

AoM is approaching an exciting new chapter as we emerge from the pandemic. Our Development Committee has maintained fundraising activities and has met fundraising goals, while our Strategic Initiatives Committee is just beginning a campaign targeted to large-scale donors in order to fulfill a 5-year plan of paying for building improvements, paying off the mortgage, rebuilding the Reserve Fund and developing new programs.

The incoming Executive Director will bring an entrepreneurial approach to the business of running a nonprofit arts center, balancing needs of internal and external stakeholders, creating challenging and responsive public programs, and navigating a competitive funding landscape. They will understand the unique value we bring to the community and bring new vision to our potential. The incoming Executive Director will be an effective spokesperson for AoM, conveying enthusiasm for art and arts education in all its forms.

The next leader will inherit an organization with a stable immediate financial position, preserved throughout the pandemic by a combination of PPP funding received in 2020 and successful fundraising. To secure AoM's long-term financial foundation, they will be an agile and eager fundraiser with an eye toward growing our base of supporters, art collectors, volunteers and visitors.



KEY RESPONSIBILITIES

Like all nonprofit leaders, the next Executive Director should bring a balanced approach as a visionary and operational executive. They should have the capacity for organized, focused work, and an ability to manage multiple projects under tight deadlines, while maintaining an openness to changing situations and opportunities. Specific areas of responsibility include:

Strategy, Management & Governance

- Direct the staff in fulfilling strategic direction for AoM's mission, vision, budget and goals as set by the Board of Directors.
- Hire, manage, and develop staff so that AoM has the skills and expertise to achieve the mission, vision, budget and goals as well as administer programs with a high degree of professionalism and creativity.
- Manage finances in collaboration with the board's Finance Committee, including budgeting and tracking expenses, clear financial reporting, accurate cash flow projections, and overseeing a contracted accountant who produces reports, tax filings, and external audits.
- Engage with the board to achieve good governance, and with donor solicitations and stewardship.

External Relations

- Lead fundraising strategy by developing annual and long-term plans to maintain and cultivate relationships with individuals, corporations, and institutional funders.
- Raise new sources of revenue to further AoM's goals. Identify new funding opportunities, pursue partnerships, write grants, and secure major gifts.
- Direct a messaging and marketing plan that integrates fundraising and programmatic goals.
- Serve as chief spokesperson, representing AoM to a broad constituency of local and regional governmental and elected officials, staff, and commissions, funders, community groups, schools, and the media.

Programmatic

- Collaborate with local artists, staff, volunteers and board on long-term strategies for recruiting class instructors, new programs, and classes with an emphasis on new teen and seniors programs.
- Build and maintain a broad network among artists and creative professionals in eastern Virginia, the Mid-Atlantic region, and beyond.

EXPERIENCE, SKILLS, AND QUALITIES

The position of Executive Director will be a challenging and rewarding opportunity that requires a diverse set of skills and experiences to achieve success. The Board is seeking highly qualified candidates that can lead the organization with vision, skill, and creativity. While we understand that no single candidate can possess every qualification listed below, the following are priority areas for the AoM board of directors.



- Passion for AoM's mission to connect the public with art, programs and artists.
- 5+ years of progressive leadership in nonprofit, public sector, or social enterprise settings, including a history of effectively managing a small team.
- Skilled fundraiser, with an emphasis on developing long-term relationships with individual donors and cultivating major gifts.
- Experience assisting organizations with developing strategic plans and new programs.
- Polished and persuasive written and verbal communication skills.
- Comfortable engaging a wide variety of stakeholders in many different settings.
- Demonstrated experience working effectively with a board of directors, including engaging them in fundraising opportunities, participating in board recruitment, and orienting them to AoM's unique culture, programs, and communities.
- Accomplished manager with a gift for fostering a culture of accountability, high performance, and effective internal communication among staff, volunteers, and the board of directors.
- Proven track record of business acumen, including a working understanding of contract negotiations, IT and finance systems, MS Office software, budgeting, marketing, and HR/Employee reviews.
- Capable steward of public-private partnerships, including with policy and budget matters associated with local, regional, and state-level governments.
- Knowledge of and networks in the Mid-Atlantic Region. Work experience with Gloucester County and/or Eastern Virginia is considered a major plus.
- Educational and/or professional experience in a setting connected to the visual arts is preferred, but not a requirement.

PHYSICAL REQUIREMENTS

The employee is regularly required to sit, stand, bend, stretch and kneel for long periods of time; frequently required to talk, hear, and use repetitive hand motions; should possess the ability to push, pull, and lift up to 30 pounds unassisted.

COMPENSATION

The salary for this role has been budgeted in the \$50-\$60K range, subject to experience and meeting performance objectives. AoM offers paid leave. Additional benefits are open for discussion.

APPLICATION PROCESS

Interested applicants should submit via email a resume and a cover letter that describe their interest in and qualifications for this role, emphasizing related leadership experiences they have had. All resumes and confidential inquiries about the role should be directed to Vicki Dyer (Board member) at collegirl123@gmail.com.

Arts on Main is an equal opportunity employer that values diversity. Candidates of all backgrounds are encouraged to apply. AoM is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. Request reasonable accommodation by contacting Vicki Dyer at collegirl123@gmail.com.