

Tidewater Arts Outreach

Executive Director

Background:

Tidewater Arts Outreach mission is a simple one: Our mission is to bring joy to older adults and enhance their well-being through creative engagement with the arts. We do this through:

- Training – We lead workshops on arts for healing that share best practices with caregivers, we also mentor and support caregivers and community artists, and provide online, multi-media resources.
- Advocacy – Staff present regularly to community groups and we blog and share e-news and research on arts for healing and the benefits of arts engagement for elders and for those with special needs.
- Outreach – We match community artists with opportunities to share their arts for healing, and we administer a volunteer program that allows compassionate community members to serve.

Position:

Reporting to the Board of Directors, the Executive Director (Director) will have overall strategic and operational responsibility for Tidewater Arts Outreach operations, including its staff, volunteers, artists, programs, fundraising and development activities. The Director will be required to possess or initially develop deep knowledge of core programs, operations, and business plans, as well as the role of the arts in promoting well-being for older adults.

Leadership & Management:

- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic and operational goals.
- Foster and maintain positive relationships with client facilities and other organizations.
- Actively engage and energize Tidewater Arts volunteers, board members, committees, alumni, artists, caregivers, partnering organizations, and funders.
- Develop, maintain, and support a strong Board of Directors; serve as an *ex-officio* member of each committee; seek and build board involvement with strategic direction for both ongoing local operations as well as for the national rollout.
- Lead, coach, develop, and retain Tidewater Art's employees, volunteers, and artists.

- Implement and maintain effective systems to track scaling progress, and regularly evaluate program components, so as to measure successes that can be effectively communicated to the board, funders, and other constituents.

Fundraising & Communications:

- Expand local revenue generating and fundraising activities to support existing program operations and regional expansion while simultaneously retiring any accumulated debt.
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand.
- Use external presence and relationships to garner new program opportunities.

Planning & New Business:

- Begin to build partnerships in new markets, establishing relationships with the funders, and political and community leaders, as appropriate.
- Be an external local presence that publishes and communicates program results with an emphasis on the successes of the local program as a model for regional replication.

Qualifications

The Director will be thoroughly committed to the Tidewater Art Outreach mission. All candidates should have proven leadership, coaching, and relationship management experience. Previous non-profit management experience a plus.

Desired capabilities include:

- Management experience; track record of effectively leading others - and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have either stabilized or taken an organization to the next stage of growth.
- Commitment to quality programs and data-driven program evaluation.
- Excellence in organizational management with the ability to coach staff, manage, and develop teams, set and achieve strategic objectives, and manage an asymmetric budget.
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning.
- Ability to work effectively in collaboration with diverse groups of people.

- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
- Understands and believes in the arts plays in wellness and healing.
- Strong network within the Hampton Roads communities.
- Successful grant writing and management experience, or ability to learn on the job.

Interested applicants should send a resume and cover letter to sstancliff@cwm-law.com. No phone calls please.