

DIRECTOR OF COMMUNITY RELATIONS

Reports To: Executive Committee, Board of Directors, HR representative

Status: Full Time/Exempt

Last Updated: February 2025

The Position:

Reporting directly to the Executive Committee, Board of Directors (the “Board”), and the HR representative, the Director of Community Relations will work alongside Ballet Pensacola (“BP”) Artistic Director and Company Director in leading the professional staff to deliver superior programs and achieve the long-term goals of the organization.

The Director of Community Relations is responsible for the overall management and development of the organization. This individual, working closely with the Artistic Director, staff, and the Board, will identify and guide the implementation of goals and strategies that ensure BP's artistic vitality and financial stability. This will include identifying and cultivating new Board members and organizing the Board's activities in support of effective governance, fundraising, and advocacy.

BP's Director of Community Relations will be resourceful, driven by practical results and by the return on investment of time, talent, energy, and resources. Receptive to new ideas and opportunities for learning and growth, the Director of Community Relations will be collaborative and have a competitive drive for excellence. Socially engaged and people-oriented, the Director of Community Relations will maintain an ongoing presence in the community, exude confidence, and strive to deliver superior programs and services. This individual will maintain the highest ethical standards and serve as a model of integrity throughout the region.

ROLES AND RESPONSIBILITIES

Program and Strategic Planning:

- Develop and oversee implementation of organizational and fundraising plans with short-term and long-term goals that meet BP's mission, vision, and funding objectives;
- Devise and execute a comprehensive program strategy to build and expand audiences, build BP's student pipeline, and increase funding bases;
- Identify and develop strategic partnerships with local, regional, and national organizations to bolster and broaden the reach and viability of BP;
- Effectively and efficiently utilize physical and human resources with the staff; and
- The Director of Community Relations will oversee the organizational objectives of each department, including fundraising, financial management, marketing, and operations.

Revenue Enhancement and Community Engagement:

In collaboration with the Board and Artistic Director, identify ways to:

- Increase contributed and earned revenue opportunities for BP;
- Identify and implement effective donor stewardship and cultivation methods;

- Meet aggressive annual fundraising goals, in partnership with the Board of Directors, by securing financial support from foundations, corporations, individual donors, and government funding sources;
- Devise appropriate marketing and public relations strategies to effectively disseminate information regarding BP presentations, performances, and educational activities;
- Assist Board and Board Committees for special events planning and marketing
- Actively seek out and initiate contact with potential donors, including individuals, foundations, and corporate partners, and develop, cultivate, and maintain relationships to advance BP's mission;
- Serve as a primary spokesperson alongside the Artistic Director and Academy Director to the media and community; and
- Establish and maintain effective working relationships with the political and social leaders in the Pensacola area.

Governance:

- Provide support to best utilize the talents and resources of the Board, stimulate involvement, and recruit new Board members;
- Work closely with the Board and the Accounts Manager to ensure strong fiscal health of the organization;
- Develop effective methods with the Board to identify, cultivate, and recruit prospective BP Board members;
- Actively seek and cultivate strategic partnerships to bolster BP's Community Education programs and initiatives and the overall viability, reach, and diversity of the organization;
- Educate, engage, and celebrate Board members and their successes;
- Assist the Board in developing and implementing its goals and objectives;
- Ensure that all BP activities comply with contractual agreements and are consistent with BP's mission; and
- Works with Executive Committee, Board of Directors, and HR for staff, employee, and intern cohesion

Qualifications

This position requires an established record of successful nonprofit management in the performing arts, or similar organizations, with demonstrated results in achieving successful fundraising and institutional advancement efforts. Candidates must have experience planning, designing, and implementing effective marketing and fundraising efforts to support programming. A demonstrated track record of working with a Board of Directors to generate financial support, cultivate community relationships, and appropriately govern the organization is necessary. A bachelor's degree is required and a graduate degree or equivalent experience in business, arts administration, or a related field is highly desirable.

Compensation and Benefits

Competitive salary, paid vacation, and modest health insurance stipend.

Full-time position compensation (\$50,000); Performance incentive bonus