



General Manager Opening Ashland Theatre, Ashland VA

Do you love movies, live music, and bringing people together to be entertained and educated? Are you a multi-tasker who can stay on schedule? If so, you may be just the right fit to become Ashland Theatre's next General Manager!

About Ashland Theatre

Ashland Theatre is a historic theatre and performing arts venue located in Ashland, VA. Our mission is to reinvent the classic American movie house experience through exceptional film, live performances, and live music. As a 501(c)(3) nonprofit organization, we deliver a deeper level of engagement through speakers, panels, talkbacks, and events that entertain, educate, inspire, and are welcoming to all.

In addition to our regular programming of first-run and classic movies, concerts, and performing arts, we have three unique community-based programs. "Ausome Movies" is a free sensory-friendly film series for children with special sensory needs and their families. "Ashland Arts Access (AAA)" is a grant-funded program that enables us to offer free or reduced-price admission to lower-income community members who would otherwise not be able to afford to attend. "Take The Stage" allows us to attract other non-profit performing arts organizations to perform in our theatre. We also have a number of different assistive listening devices for our patrons with hearing loss and we offer Open Captioning at select screenings.

In response to the global pandemic, Ashland Theatre closed its doors on March 15, 2020. All of our film runs and live events were cancelled for much of the pandemic. With vaccinations on the rise and light at the end of the tunnel, we are well positioned to re-open Ashland Theatre to the public in the summer of 2021, and the General Manager will be our captain to guide the relaunch of this important community institution.

About the Town of Ashland

Located 16 miles north of the Virginia's capital city of Richmond, Ashland is a charming small town where the community is breathing new life and quirky character into every block. Ashland is the perfect destination for railfans, history buffs, date nights, or family fun.

There's a piece of Ashland Americana for everyone with local art galleries and antique shops, live music venues, fresh food at the farmer's market, wine and beer tastings, our historic train station, and a vibrant Main Street with several independent small business. Located along I-95 and Route 1, and home to Randolph-Macon College, Ashland and the surrounding region is growing rapidly, positioning Ashland Theatre well for the years to come.

General Manager Job Description

The Ashland Theatre Foundation seeks a General Manager for the Ashland Theatre. The fulltime General Manager will oversee day-to-day theatre operations including staffing of full and part-time employees, as well as volunteers. The General Manager will be responsible for hiring future full and part-time staff to include an Operations Manager, Tech Support (sound, light, projectionist), and Concession Staff. The General Manager will be supported by existing part-time positions including a clerical position, a board liaison, bookkeeper, development consultant, and both part-time and volunteer tech support.

The General Manager will oversee vendor relations and contracts, and work in conjunction with the Foundation's Programming Committee on scheduling and programming. The General Manager will be responsible for maintaining the Theatre's ABC license, overseeing concession operations, and general accounting and reporting with outside bookkeepers. The General Manager will provide regular reporting to the Foundation's Board of Directors, oversee technical operations of sound, projection, and data, build strong community outreach programs, and develop and manage special projects as needed.

The General Manager will be responsible for:

- Developing a relevant and meaningful theatre programming schedule to serve the needs of the community;
- Building relationships with staff, supervisors and guests;
- Recruiting, training and developing staff;
- Conducting performance reviews of team members and management staff; providing recommendations for promotion based on merit ;
- Developing and approving staffing schedules;
- Scheduling rental and group functions;
- Developing relationships with community and professional partners;
- Ordering and inventory management of all concession, janitorial, and related supplies;
- Collecting and tracking all bill payments in coordination with the Foundation's Finance Committee and administrative staffer;
- Handling of all communications coming in from the public via email, phone, and social media channels including but not limited to booking request, complaints, and other related inquiries;
- Handling of daily social media postings and bi-weekly newsletter;
- Presenting a monthly recap to the Ashland Theatre Foundation board of directors via the monthly board meeting;
- Completing end of day sales reports and reconciling of cash drawers;
- Ordering of movies selected in coordination with the Foundation's Programming Committee;

- Serving as main point of contact for bands to coordinate setup and sound checks; and
- Performing other job duties as necessary.

Key skills and required experience:

- Ability to manage people productively
- HR functions on pay, discipline, etc.
- Successful theatre operations, including technical aspects
- Theatre scheduling
- Solid understanding of financial statement and accounting practices
- Retail merchandising understanding
- General ABC and bar management and operational aspects of an entertainment venue
- Community outreach
- Marketing
- Strong ability to multi-task
- Facilities maintenance
- Active participation in Board of Directors meetings
- Nonprofit best practices
- Ability to adapt a growing organization
- Strong analytical, math skills, and proficiency using technology (Microsoft office, iPAD, and the internet)

Position is full time, salaried, and includes three weeks accrued vacation, healthcare after 90 days for individual, and expense reimbursement as approved.

To apply, please send cover letter and resume to info@ashlandtheatre.org.