



EXECUTIVE DIRECTOR

SUMMARY DESCRIPTION

The Executive Director is the senior operating officer for the Visalian Friends of the Fox Theatre, the nonprofit organization which operates the Visalia Fox Theatre. This position oversees and/or leads administration, operations, finance and budgeting, facility integrity, fundraising and development, business development, community relations, and strategic planning. The Executive Director is the organization's most visible representative in the community and beyond. This is a full-time exempt position, reporting to the board of directors/board president.

RESPONSIBILITIES

Financial Management:

- Responsible for fiscal management of the Fox, operating within the approved budget parameters
- Identify earned and contributed revenue opportunities; current revenue sources include rental revenue, ticket sales, restoration and handling fees, concessions and alcohol sales, event and theatre sponsorships, membership programs, private donations, grants, and other forms of public/community support
- Develop financial forecasts and operational budgets for the approval of the Board of Directors, and analyze Fox financial statements in order to track adherence to annual budget; formulate and negotiate all event budgets and contracts for Fox promotions, co-promotions, and rentals
- Prepare post-event reports and financial statements to complete settlement with promoters and rental clients
- Negotiate rates and contracts related to capital improvement/replacement projects
- Initiate, research, and manage grant applications
- Perform and oversee all accounting functions including accounts payable and receivable, biweekly payroll, event settlements, cash management, performer payments including tax filings, sales tax accrual, tracking of royalty payments; work with the accounting firm to ensure conformity with generally accepted accounting principles
- Oversee preparation of quarterly sales tax and payroll tax, annual tax returns, and property statement filings
- Ensure compliance of nonprofit corporation filings with local, state, and federal government agencies
- Serve as the chief fundraiser for the organization, actively leading and participating in the cultivation and solicitation of major donors on private, corporate, and government levels; initiate, manage, and support the Board of Directors with fundraising efforts for the theatre on an annual as well as project basis
- Oversee execution of detailed plans, budgets, schedules, and purchases for multifaceted marketing campaigns which include but are not limited to: print and electronic advertising, social media, press releases, publications, direct mailings, emails, website, theatre and box office displays, and miscellaneous promotional materials

07/01/2021

- Work closely with the marketing coordinator and fundraising committee to develop solicitation strategies for individual gift donors, including direct mail, email, onsite cultivation, and through special fundraising events

Operations & Facility Management:

- Work closely with the Production & Operations Manager to provide oversight of all venue operations, events, and support systems; ensure the safety, upkeep, preventive maintenance, and historical aesthetic integrity of the facility, as well as protect and improve the physical assets of the theatre
- Ensure venue compliance with pertinent laws, rules, regulations, and licensing standards
- Work closely with the security vendor to ensure guest safety for all events
- Frequently serve as Event or House Manager during Fox events; responsibilities include, but are not limited to, overall event and theatre management: supervise technicians, concessions and other front-of-house staff; provide setup, oversight, and troubleshooting support to box office; conduct onsite training and coordination of volunteers; oversee alcohol sales, custodial issues, merchandise sales, audience traffic flow, etc for duration of event; assist promoter and/or artists with backstage production and hospitality needs as necessary; serve as point of contact for patron-related issues; manage cash drawer closeouts for box office, concessions, and bar; shut down and secure facility at the end of events

Human Resources:

- Determine staffing needs for daily operations and scheduled events
- Recruit, select, evaluate, and direct the work of employees (2 full-time, 3 part-time, and approximately 15 occasional event staff)
- Recruit and oversee the performance of a volunteer team
- Work with human resources consultant to ensure legal compliance with employment laws and practices

Programming:

- Oversee booking and advancement of all facility rentals, ensuring a positive experience, and increasing repeat business
- Build strong relationships with promoters, as well as with local collaborative partners and national and international presenting agents and organizations
- Strategize the most effective ways to attract the highest quality local, national, and international artists to the Fox
- Work closely with staff to strengthen the organizational brand, making the Visalia Fox a “must” for performing and visual artists
- Collaborate with the staff and Board to identify opportunities and devise strategies to reach new and underserved audiences, working toward goals that align with the Fox’s mission and commitment to providing diverse programs

Professional Outreach:

- Participate in industry meetings, conferences, and organizations to share and implement current best practices and business standards; demonstrate continuous effort to develop and implement methods and procedures for advancing operations, streamlining work processes, and improving cost-effectiveness
- Create opportunities to enhance awareness of the Fox’s mission, vision, programs, and impact by being active and visible in the community through participation in various professional, civic, and private organizations
- Build effective relationships with business, government, and media leaders, as well as other arts, academic, and community organizations in order to optimize the public perception and public service objectives of the organization

- Enhance and create appropriate strategic partnerships to promote community engagement with the Fox and advance the organization's educational and community outreach programs
- Direct and oversee strategies to promote loyalty and encourage a deeper involvement with the Fox among our existing audiences, donors, and rental clients

Board Management:

- Report regularly to full Board on theatre activity
- Prepare monthly meeting agendas and financial reports for monthly Executive Committee and regular Board meetings, and attend all Board meetings and other committee meetings, as necessary
- Present profit & loss statements, balance sheets, income statements, and other financial oversight reports that accurately reflect the financial condition of the organization to the Board for review
- With the assistance of the Governance Committee, engage, attract, and develop new Board and committee members, ensuring they are motivated, engaged, and energized by their association with the Fox

PREFERRED QUALIFICATIONS

- Educational and work experience appropriate to the job description
- Significant management or senior administrative experience, preferably in the nonprofit sector
- Experience in senior administrative management, fundraising and development, marketing and public relations, venue management, human resources management, and financial management
- Knowledge of QuickBooks and basic accounting practices
- Experience with online ticketing systems, merchant processing, and patron management software is a plus
- Strong interpersonal, organizational, communication, and leadership skills; careful attention to detail

APPLICATION INSTRUCTIONS

Salary is commensurate with experience and qualifications. Excellent benefits package. Deadline for applications is Friday, July 30, 2021.

Interested candidates are invited to submit a cover letter and resume with a list of professional references and salary requirements to Visalia Fox Theatre, Attn: Board of Directors, 308 W Main St, Visalia, CA 93291, or by email to employment@foxvisalia.org. No in-person inquiries or phone calls, please.