

Position Description

Executive Director for the Appalachian Theatre of the High Country (ATHC)

Organizational Description:

The Appalachian Theatre of the High Country, a 501(C)3 organization, strives to be a flexible venue celebrating homegrown Appalachian arts and artists, as well as traditional performing arts and ethnically diverse programs associated with the region. The Appalachian Theatre will welcome arts groups from Watauga County and the broader High Country region, both avocational and professional. The theater will attempt to show films unavailable locally, and be open to arts groups exploring work from classical to experimental and non-traditional while accommodating a variety of education, outreach, and special events. To learn more, visit www.apptheatre.org.

Key Responsibilities of the Executive Director:

This full-time, year-round position oversees all activities of the theater, reporting directly to the chair of the ATHC's Board of Trustees, or the chair's designee. The Executive Director's key responsibilities include the following:

GENERAL:

- Provide **effective oversight of operations and programming** for the theater, including facility rentals, touring productions, events produced and presented by the theater (including film programs, concerts, and theater productions), usage by community groups, and contracted usage by Appalachian State University and other entities.
- Ensure **financial oversight for the theater**, by developing and managing the theater's annual operating budget, with the goals of fiscal responsibility and strong financial health for the organization.
- Work closely with the ATHC board and staff in **creating and sustaining an organizational culture that promotes the ATHC's mission and values**, including a commitment to open communication, inclusion, respect for the contributions of all, teamwork, cooperation, and collegiality.

STRATEGIC PLANNING:

- During the theater's start-up phase, **play a key role in decision-making**, in partnership with the ATHC Board. Among these decisions include: purchases of equipment and furnishings (including box office equipment, ticketing system, and facility reservations software), finalizing staffing plans, and finalizing budgets.

- **Develop operating policies and procedures** that can be easily communicated to potential facility users and stakeholders.
- Following the theater's start-up phase, work closely with ATHC board and staff **to develop strategic plans** designed to promote the ATHC mission and programs.

PERSONNEL:

- **Oversee all personnel functions** for the theater, including involvement in hiring, training, and supervision for all staff.
- **Coordinate the efforts of all ATHC staff** to ensure that all necessary functions of the theater (administration, planning, financial management, personnel, marketing, ticketing and sales, external relations, technical/production, and development/fundraising) are conducted in the most effective and efficient manner possible.
- **Develop and facilitate positive communication mechanisms** designed to promote a sense of teamwork, collegiality, interdependence, accountability, and a strong sense of shared purpose in accomplishing organizational and programming goals.

PROGRAMMING AND OPERATIONS:

- **Develop an annual calendar for the facility** based on the programming mix identified by the ATHC board, as well as an internal logistics calendar tied to that programming.
- **Develop a “presenting” program for the theater** comprised of events that fulfill a unique niche in our region/community, including film and concert programming. Oversee the booking of these programs, drawing upon the expertise of others as necessary.
- Work closely with other cultural organizations across the region **to ensure that ATHC programming complements existing programming in the region** while avoiding duplication or conflicts in programming and scheduling of these events.

MARKETING, COMMUNICATIONS AND EXTERNAL RELATIONS:

- **Serve as the public “face” of the ATHC** by representing the theater among the broad network of local, regional, statewide and national stakeholders that interface with the theater; build strong relationships in the community while building the base of ticket buyers for theater events, engaging new audiences in the work of the theater, and securing private support for the theater.

- **Work with the ATHC staff to develop a comprehensive marketing, public relations, and branding plan** aimed at communicating the theater's mission and programming menu to all external constituencies, stakeholders, and potential audiences.

FUNDRAISING AND STAKEHOLDER RELATIONS:

- Work closely with the ATHC leadership **to develop effective fundraising plans and strategies** for the theater, building on its past success in securing private support from a broad donor network.
- **Serve as the primary fundraiser/development professional for the ATHC**, with the goal of cultivating and maintaining a strong base of individual and corporate donors.
- **Work closely with the ATHC board and staff to develop events** with a fundraising/development focus.

BOARD RELATIONS:

- **Report directly to the chair** of the ATHC Board of Trustees, or the chair's designee, providing regular reports about theater operations, including successes as well as any challenges/problems.
- **Attend meetings** of the ATHC Board of Trustees.
- **Work closely with various committees established by the ATHC board** to complement the staff's efforts and to support the theater's larger organizational goals.

***Salary is commensurate with education, experience, knowledge and skills.
Competitive benefits package provided.***

Position Requirements:

- Bachelor's or master's degree in arts administration, theater management, non-profit management, business or finance, or related field.
- A minimum of three years of senior management experience in the performing arts or non-profit sector.
- Significant experience in performing arts facility management, strategic planning, personnel management, programming, artist booking, financial management, marketing and sales, board and community relations, and non-profit fundraising and development.
- Exceptional skills and demonstrated track-record in all of the following areas: written and oral communication; relationship-building; problem-solving and conflict management; time management, multi-tasking and organizational skills; team-building and leadership development; commitment to quality and excellence.

To apply:

Please submit a cover letter, resume (including job history), and list of references, to the following address: Search Committee, Appalachian Theatre of the High Country, P.O. Box 11 DTS, Boone, NC 28607. Application review will begin on April 16, 2018, with an anticipated start date of August 1, 2018.