Executive Director/Chief Executive Officer for the International Folk Art Market

Position Guide and Application
TABLE OF CONTENTS

SEARCH FOR EXECUTIVE DIRECTOR/CHIEF EXECUTIVE OFFICER FOR THE INTERNATIONAL FOLK ART MARKET

3 OVERVIEW
4 THE OPPORTUNITY
5-6 CANDIDATE PROFILE AND QUALIFICATIONS
7 BACKGROUND AND IMPACT OF IFAM
8 COMPENSATION AND BENEFITS
9 APPLICATION
10 EQUAL EMPLOYMENT OPPORTUNITY STATEMENT
OVERVIEW

Position: Executive Director/Chief Executive Officer
Reports to: Chair, IFAM Board of Directors
Classification: Full-time; Exempt
Location: Santa Fe, New Mexico

IFAM Mission

The IFAM mission is to create economic opportunities for, and with, folk artists worldwide who preserve and celebrate folk art traditions.

Purpose/Bylaws:
IFAM shall be exclusively organized for charitable and educational purposes, including fostering economic and cultural sustainability of folk artists and folk art worldwide; creating intercultural exchange opportunities uniting peoples of the world; and providing educational and cultural programs and events, including an annual international folk art market, which promote and foster international folk art.

IFAM Values

Creativity:
Encouraging diverse artistic expressions and the exchange of ideas, as well as fostering innovation

Inclusivity:
Welcoming racial, cultural and religious diversity as well as life stages and personal differences, as well as celebrating those differences

Respect and Diplomacy:
Respecting one another as well as diversity of opinions

Integrity:
Acting with transparency, accountability, responsibility and fairness

Sustainability:
Respecting the land, cultures, communities and artistic traditions

These values guide the artists, staff, volunteers and board members of IFAM and we strive to have them experienced by participants in IFAM activities and Markets.
In 2024, the International Folk Art Market (IFAM) will celebrate its 20th anniversary with an exciting and diversely represented Market, along with supplemental programming such as hands-on workshops with artists, pop-up markets, lectures as part of a Folk Art Matters series, and an annual Gala, as well as on-line offerings to celebrate folk artists from around the world. The mission of the IFAM Market is to ensure the sustainability and value in hand made folk art traditions of all kinds of cultural heritage, while also understanding innovation upon tradition and how artists reimagine folk art in the future.

The future Executive Director/CEO retains the charge of IFAM’s Strategic Plan (2021-2024) focusing on Market revenue growth as well as diversifying revenue streams, enhancing IFAM’s competitive advantages, and obtaining organizational and financial stability. The IFAM Center, located on 620 Cerrillos Road in Santa Fe, New Mexico, houses the offices, retail and conference spaces. The Center was purchased in 2022 with the intent to maximize the revenue growth through artists’ sales year-round and special event programming. IFAM works with a number of strategic partners to deliver the Market and special programming throughout the year,
CANDIDATE PROFILE AND REQUIREMENTS

PROFILE:

The Executive Director/CEO of IFAM needs to be a passionate, dynamic and visionary leader with a strong background in leadership, operational management, fundraising, team building, and collaboration with others. They would possess a deep knowledge of folk art, its history, traditions and cultural significance and/or knowledge of and experience with world cultures. They would also have the business experience to create economic opportunities for folk artists, including organizing and running a Market as well as other events. Experience in a leadership position within the nonprofit sector or having worked in art galleries, institutions, museums or having had experience running a business connected to folk art would be preferred.

QUALIFICATIONS:

- Ensure operation of IFAM in accordance with its mission, vision and core values, and state and federal law
- Ensure the financial stability and long-term viability of IFAM
- Oversee planning, organization and administration of all program areas, especially the once-a-year Market
- Create new year-round programming and revenue opportunities
- Lead the organization in creating new earned revenue efforts and fundraising and in developing member-donor relationships and stewardship
- Collaborate closely with the Board to achieve strategic plan and stated goals, but also create boundaries and respect roles
- Create a successful and rewarding work culture and environment with staff and develop, train, and empower staff to creatively fulfill the organization’s mission and vision
- Have the vision and capabilities to lead IFAM in addressing the complexities of the future such as geopolitical risks, climate change and changing demographics as they apply to the Market and artists
- Continue the work to create an ever-smaller environmental footprint for the Market
- Have the ability to pivot quickly on strategy, when needed, using creativity and flexibility
- Create, develop and foster relationships with community organizations and the city and state governments and to represent IFAM in cultural and community organizations
- Will work to prioritize artist representation/voice in the Strategic Plan and in structuring the Market and other activities
CANDIDATE PROFILE AND REQUIREMENTS cont.

• Identify, and work with, various stakeholders from donors to vendors to volunteers to artists
• Has a reputation for integrity, transparency, and fairness
• Is a continuous learner
• Is inclusive and will be implementing DEI principles throughout the staff, board, and volunteers, as well as the strategic plan, helping to diversify the composition of the Board, staff, and volunteers
• Create key benchmarks and KPIs for measuring, and improving, the success of future Markets and IFAM programs and events, especially in areas of income diversity, audience growth, revenue growth, and operational efficiency

PREFERRED QUALIFICATIONS:

• Have a deep knowledge of folk art and/or knowledge of and experience with world cultures
• Has worked with international organizations and development; has lived and/or worked abroad or has traveled extensively and appreciates other cultures
• Has knowledge of, and contacts in, Santa Fe and elsewhere in New Mexico with artists, cultural organizations, museums, city and state government and other stakeholders, as needed
• Has managed a nonprofit and understands the role of fundraising as well as collaboration with the Board of Directors
• Speaks a foreign language in addition to English

REQUIRED QUALIFICATIONS:

• Qualified candidate will have at least a Bachelor’s degree in fine arts, craft, art history, cultural anthropology, nonprofit management, business, management, international relations, or a related field as well as 5 to 7 years of management experience; a Masters Degree or equivalent experience in similar fields would be preferred
• Establish and maintain permanent residence in Santa Fe, New Mexico
• Have excellent interpersonal, communications and management skills
IFAM was created in 2004 as a way to showcase international folk artists and preserve the traditions of folk art, in a once-a-year Market in Santa Fe, New Mexico. Today, the Santa Fe International Folk Art Market is considered the largest and premier folk art venue because of the selection and curation of folk artists who attend. The non-profit 501c3 is based in Santa Fe, New Mexico, with a staff of 8. There is a voting Board of Directors consisting of 28 members and an Advisory Board of 19 members, most of whom are major donors. Over 2000 volunteers help make the Market a success in the summer, supporting artists, organizing events for the Market, and helping with logistics. Each year IFAM hosts 150-180 juried folk artists from over 50-70 countries for the Market. The most recent Market brought over 160 artists from 52 different countries and realized the best total sales and per-artist sales ever. We also attracted new attendees to the Market with the move to the Santa Fe Railyard venue.

The artists take home from 70 to 90% of the Market sales revenue and in 2023, the market contributed $2,476,000 to their economic positions. Over 25,600+ members of artisan cooperations and groups are supported by IFAM. In addition, the IFAM Market contributes over $10,526,778 a year to the Santa Fe and New Mexico communities in tax revenues, housing and entertainment budgets, and the local retail economy. Attendance at the Market has ranged from 12,000 to 25,000 from over 70 states and countries, many of whom are museum curators, folk art collectors, artist galleries, and retail and wholesale buyers.

Annual revenues for IFAM are about $2.3 million and there is an endowment of $3,024,248. About 50% of revenues come from contributed sources and 50% earned income, mostly from the once-a-year Market.
IFAM has a competitive salary and benefits program. The title for the position and the salary range will be commensurate with experience and ranges from $140-160K. Benefits include medical, dental, short, and long-term disability, 403b retirement contributions, PTO accrual, 9 paid holidays, and support of a balanced lifestyle. The Executive Director/CEO is expected to reside in Santa Fe, New Mexico.
APPLICATION

Name:
Address:
Cell:
Email:
LinkedIn Profile:

Please attach a resume for previous work experience, titles and organizations.

Experience in working with folk art or arts organizations:

Experience managing, or serving a leadership position in, a nonprofit:

Experience in fundraising:

Experience in working with a board of directors:

Experience in organizing and running events:

Experience in building and managing great teams and creating an inclusive work environment:

Experience in working with communities and in doing outreach:

Knowledge and experience in working with folk artists as well as other cultures:

Why are you interested in this position:

What else would you like us to know about you personally to be considered for this position?

What other information about IFAM would you like to know in considering this position?

If interested in this Executive Director/CEO position, please send your resume and a completed application to the contact below.

Catherine Allen
Chair of the IFAM CEO Search Committee
cathy@santa-fe-group.com
505-577-6851
IFAM complies with federal, state, and local laws prohibiting discrimination, harassment, and retaliation in the workforce. IFAM is in the process of creating a DEI and A policy and is committed to, and practices, the principles of Equal Employment Opportunity (EEO) and we also take affirmative action measures against discrimination in all aspects of employment and organizational business. Our DEI and A policy will apply not only to personnel decisions but to all aspects of IFAM as stated in the Strategic Plan.