



JOB DESCRIPTION

EXECUTIVE DIRECTOR

The Executive Director is responsible for the leadership and management of Parkway Playhouse that includes strategic planning and goal setting. This individual is responsible for meeting the objectives regarding the organization's mission and strategic plan. The Executive Director must be an excellent communicator and be able to manage a staff of creative individuals. The Executive Director needs to be able to coordinate a professional community of diverse constituents, as well as mediate conflicting ideas. The Executive Director is responsible for fund and budget development. The Executive Director oversees duties of Director of Education, Technical Director/Production Manager, Operations Manager and all other PPH personnel, including annual evaluations of managerial staff. Above all, Parkway Playhouse Executive Director must be someone who can inspire the staff, patrons, and local community.

RESPONSIBILITIES

- Oversees all business management of the theatre and the coordination of all activities, including the planning and implementation of a Main Stage season, with assistance from the Operations Manager and the Board, pertaining to Parkway Playhouse,
- Oversees the promotion and marketing of the theatre that includes annual direct mail appeals, press releases, and all necessary marketing materials and campaigns,
- Works with Marketing Committee to create and implement the annual marketing plan including social media, traffic monitoring, on line ticket sales, email correspondence, newsletters, direct mail and other campaigns to build ticket sales, membership, donor and audience basis.
- Hires and provides direct supervision of theatre staff in compliance with the latest Board of Directors approved PPH Personnel Handbook. Work to ensure that all personnel practices conform to best practices and to federal, state, and local laws.
- Works with Director of Education in hiring Parkway Playhouse Junior staff,
- Works with Board of Director's Finance Committee to develop annual operating and capital budgets, and ensures the PPH is operating with approved budgets, in planning a Junior season.
- Works with Building and Grounds Committee to oversee planning and implementation of capital expenditures and facility improvements that will grow annual revenue,
- Works with Board of Directors to plan, organize, direct and expand fundraising program; oversees a major gifts program that involves identifying, cultivating, soliciting, and stewarding current and prospective corporate, community, foundation, and individual donors,
- Writes grants, maintains a grant writing database, and builds and sustains relationships with current, new and potential grant-giving organizations and individuals,

- Administers fiscal responsibilities as outlined in current PPH Accounting Policies and Procedures,
- Represents PPH to the national, state, and local theatre community, government agencies, funders, businesses, press and constituencies through active involvement in events and programs,
- Maintains a visible leadership role in the community, presence in the larger theatre community and work closely with Board of Directors to fulfill and advance PPH's mission,
- Works with Board of Directors in strategic and long-range planning and organizational development,
- Manages the promotion and marketing of the theatre that includes managing the organizational membership database and portfolio of donors and prospects, supervises in the creation and execution of marketing materials and campaigns,
- Ensures that local and regional media have appropriate and timely information about theatre performances and activities, print and online social media,
- In collaboration with the Fundraising Committee, manages individual donor campaigns, including membership renewals and special appeals,
- Ensure that PPH operates at the highest national levels of non-profit governance, fiscal prudence and programmatic/production excellence.

QUALIFICATIONS

- Minimum three years experience in charitable fund development
- Familiarity with theatre operations a plus
- Ability to gain the respect and support of various constituencies, including board and staff, donors, foundation, and community leaders
- Demonstrated success in securing major and annual gifts from foundations and corporations and major gifts from individuals
- Demonstrated success in meeting annual fund goals, development management, grant writing, sponsorships and special events
- Demonstrated experience in managing people and budgets
- Excellent written/oral communication skills
- Demonstrated track record with respect to detail orientation and accuracy
- Computer literacy
- Ability to work in a hands-on environment with limited resources
- University degree in relevant discipline
- Strong entrepreneurial self-starter attitude
- Knowledge of Donor Perfect a plus

PHYSICAL DEMANDS

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform those functions. Current administration offices are not wheelchair accessible.

REQUIREMENTS

Due to the educational focus of Parkway Playhouse and interaction with interns, apprentices, and Parkway Playhouse Junior participants, the Executive Director will be required to successfully pass a background check. The Executive Director will be required to work flexible hours where necessary.

Position is full time.

Please email your resume, cover letter, and three professional references to klivengood@parkwayplayhouse.com, or mail to

Parkway Playhouse
P.O. Box 1432
Burnsville, NC 28714
No phone calls please.