



## **Parkway Playhouse**

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[www.parkwayplayhouse.com](http://www.parkwayplayhouse.com)

## **Job Description**

**Job Title:** Executive Director

**Reports To:** The Board of Directors

**Status:** Exempt, Full-time, 40 hours a week

**EXPECTATIONS FOR ALL EMPLOYEES:** Promotes the image of Parkway Playhouse and supports its mission, vision, and goals by exhibiting the following behavior: excellence, competence, innovation, collaboration, respect, resourcefulness, flexibility, and accountability. Uses positive and professional language and exhibits loyalty to the theatre at all times. All employees must be punctual and ready to work upon arrival; tardiness and absenteeism is not acceptable.

**POSITION SUMMARY:** Reports to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for Parkway Playhouse's staff, productions, programs, expansion, and execution of its mission. The ED should have deep knowledge of the industry, programs, operations, and business plans. This individual is responsible for meeting the objectives regarding the organization's mission, goals, and strategic plan. The ED must be an excellent communicator and be able to manage a staff of creative individuals. The ED needs to be able to coordinate a professional community of diverse constituents, as well as mediate conflicting ideas. The ED is responsible for fund and budget development.

The Executive Director oversees duties of the Director of Education and Outreach (DEO) and the Theatre Director (TD) and all other PPH personnel, including annual evaluations of managerial staff. Above all, the Parkway Playhouse ED must be someone who can inspire the staff, patrons, and our local community.

**QUALIFICATIONS:** The ED will be thoroughly committed to Parkway Playhouse's mission. Proven leadership and relationship management experience are a must, as well as donor and patron development.

Requirements include:

- An advanced degree in Nonprofit Management or equally comparable advanced degree or years of similar experience
- Track record of effective leadership
- Ability to point to specific examples of developing strategies that have taken an organization to the next stage of growth
- Unwavering commitment to quality programs and data-driven program evaluation
- Excellence in organizational management with the ability to coach staff, manage, and develop a high-performance team, set and achieve strategic objectives, and manage a budget
- Experience in working with a Board of Directors, cultivating community and professional relationships

- Strong public relations, fundraising experience, ability to engage a wide range of stakeholders
- Be receptive to feedback from the Board, staff, and community
- Have successful experience with grant writing, and accounting for and administering grant funds received by the organization.
- Ability to work effectively in collaboration with diverse groups of people, balance multiple projects, and meet deadlines
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Familiarity with life in a rural community and sensitivity to partnerships and working with community members
- Be dependable and show strong organizational skills, ability to manage a varied workload, and the ability to plan and manage a budget

**POSITION RESPONSIBILITIES:** The ED is expected to work on Parkway Playhouse premises, attend both Mainstage and Junior productions, attend events hosted by Parkway Playhouse at the theatre and elsewhere in the community, attend all Work Days, attend all Board of Director meetings, and represent Parkway Playhouse as a thriving and professional theatre.

**Leadership and Management:**

- Cultivates, leads, and supports a high-performing management team
- Works with the board and staff to develop strategies for achieving mission goals and financial viability
- Maintains appropriate balance between programs and administration for all staff; including participation in productions and events
- In conjunction with the Communications Manager, sees that communication vehicles are developed and utilized well across all modes of communication; both externally with the public and internally with staff
- Recruits and retains a diverse staff
- Leads staff in maintaining a climate of excellence, accountability, and respect
- Ensures compliance with relevant workplace and employment laws
- Ensures that procedures and organizational culture maximize volunteer involvement
- Sees that official records and documents are retained; sees to compliance with federal state and local regulations (examples: Form 990, payroll withholding, NC Secretary of State Charities Licensing, liquor license)
- Assures adequate control and accounting of all funds, including maintaining sound financial practices
- In collaboration with the TD and DEO, reviews the calendar of events, Mainstage and Jr. productions, classes, camps, and any additional programming
- Checks the Post Office Box regularly and delivers mail to appropriate recipients
- Oversees the annual budgeting, planning, and implementation of capital expenditures and improvements to the theatre complex
- Monitors and participates in neighbor relations, landlord relations, etc.
- Assists the Board's Building and Grounds Chair in the ongoing maintenance of the Parkway Playhouse facility
- Collaborates with the Board's Finance Committee in the creation of the annual operating budget and capital budget for submission to the Board for approval
- Administers fiscal responsibilities as outlined in Parkway Playhouse Accounting Policies and Procedures Manual

**Fundraising and Communications:**

- Establishes positive relationships with institutional funders, such as foundations, government agencies, churches, corporations, and so forth
- Develops realistic, ambitious plans for acquiring funds
- Researches and applies for grants pertaining to programs, activities, and capacity critical to Parkway Playhouse's future
- Successfully involves others in fundraising and in earned income generation
- Establishes and makes use of working relationships with organizations and individuals in the performing arts field
- Ensures there is adequate support for theatre events including opening night parties.
- Builds respect for Parkway Playhouse and enhances the organization's reputation in its various constituencies; supports the overall field/movement in which Parkway Playhouse works
- Works with staff to deepen all aspects of communications, strengthening Parkway Playhouse's brand
- Works with staff and Board of Directors to acquire Playbill Ads and Season Sponsorships
- Manages and maintains the 'Name-a-Seat' program, including notifying recipients of the gift, assigning names to open seats, inspecting name plates once per season, and ordering new and replacement name plates for seats
- Plans, organizes, directs, and expands the current fundraising program to increase the overall revenue
- Leads a systematic program of fundraising, including implementing an ambitious annual fund
- Works closely with staff and Board to develop and oversee a major gift program, involves identifying, cultivating, soliciting, and stewarding current and prospective corporate, community, foundations, and individual donors
- Manages donor database and works with staff and Board to cultivate contacts and recognize donors
- Oversees all aspects of donor appeals

**Planning and Goals:**

- Demonstrates quality of analysis and judgement related to progress and opportunities, and need for changes
- Establishes ambitious goals for excellence and impact and initiates, maintains, and adapts programs with excellence and impact
- Collaborates with the staff and Board's Finance Committee in the creation of the annual budget for submission to the Board for approval; prepares, monitors, and initiates changes as appropriate
- Sees that programs and activities are developed, executed, modified, and/or dismantled as appropriate to maximize mission impact
- Maintains and utilizes a working knowledge of significant developments and trends in the field
- Completes a self-evaluation annually in addition to an annual review from the Board
- Annually reviews staff

**Board of Directors:**

- Develops, maintains, and supports a strong Board of Directors; serves as ex-officio, non-voting member of each committee; seeks and builds board involvement with strategic direction

- Works with the board officers to ensure that the board is effective as a body and that recruitment, involvement, and departures of individual board members are effective
- Sees that board members are kept fully informed in a timely way on the condition of Parkway Playhouse and important factors influencing it
- Jointly with the President and Secretary of the board, conducts all official correspondence for Parkway Playhouse, and jointly with designated officers, executes legal documents appropriately
- Is open to feedback and requests as provided by the Board
- Other duties as assigned

**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 the essential functions. Some standing, walking, bending, frequent use of hands, stooping and light lifting (at least 40 pounds) is needed. Administration offices are currently not wheelchair accessible.

**EEO:** Parkway Playhouse is an Equal Employment Opportunity (EEO) employer and does not discriminate because of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, marital status or disability (in compliance with the Americans with Disabilities Act) with respect to employment opportunities.

**Anti-Harassment:** Parkway Playhouse expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Parkway Playhouse's employees to perform their job duties may result in discipline up to and including discharge.

**Compensation:**

Compensation discussions are a part of the interviewing process. Based on previous experience and qualifications, the starting wage range is between \$38,000-\$40,000. Based on revenue performance, there is potential for incentive-based salary increases periodically.

**To Apply:**

Position open until filled, but applications received before August 31st will be given full consideration. To apply, send a cover letter, resume, and contact information for three references, addressing relevant experience and interest in the position to Cassie Floan, Board President, [personnel@parkwayplayhouse.com](mailto:personnel@parkwayplayhouse.com). Please include Executive Director as the subject of your email. We look forward to hearing from you!