



CURRENT JOB OPENINGS

EXECUTIVE DIRECTOR

HOW TO APPLY

Send cover letter, resume, and contact information for three professional references to employment@foxvisalia.org. Deadline for applications is May 12, 2019.

SUMMARY DESCRIPTION

Reporting to and working with the Board of Directors, the Executive Director (ED) of the Visalia Fox Theatre will be an inspiring leader within the organization and the community. The ED will be the leader in fundraising for both operating and capital needs, develop and manage operating budgets in order to ensure the theatre's financial sustainability, and be responsible for initiating/expanding strategic collaborations in the Fox's community engagement and educational focus areas. The ED will publicly represent the Visalia Fox in matters regarding media, government, and business, as well as cultural and educational institutions. Guided by the overall vision and mission of the organization, the ED must achieve mutually agreed-upon goals and objectives, facilitate internal management, expand and oversee programming and external affairs, engage the Board and key stakeholders, and serve as a visionary leader who will grow the Visalia Fox to its next level of excellence.

REPRESENTATIVE DUTIES

Operations & Facility Management:

- Be a results-oriented leader and develop an organizational culture that supports a cohesive, creative, and productive staff; embody and provide positive and collaborative leadership to staff; cultivate an environment with the highest ethical standards.
- Establish and maintain effective and efficient administrative and operational practices, policies, and procedures for day-to-day operations and events at the Fox.
- Hire staff, provide and/or coordinate training, and review to ensure exemplary customer service. Work with employees to improve performance and correct deficiencies; implement disciplinary procedures.
- Conduct regular staff meetings, to ensure all members of staff are informed of organizational strategic initiatives and financial goals.
- Work closely with Productions & Operations Manager, other theatre personnel, and Facilities Committee to protect and improve physical assets of the theater, including managing a system of preventive maintenance, and recommending, planning, coordinating, and overseeing improvements and upgrades to the facility.
- Ensure venue compliance with pertinent laws, rules, regulations, and licensing standards.
- Negotiate, compose, and review all business contracts and agreements ensuring accurate preparation and execution.
- Frequently serve as House Manager during Fox events. Responsibilities include, but are not limited to, those associated with overall event & theatre management: supervise technicians, concessions, and other front-of-house staff; provide set-up, oversight, and troubleshooting support to box office; conduct on-site training and coordination of volunteers and security personnel; 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 close-outs for box office, concessions, and bar; shut down and secure facility at the end of event.



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Finance, Fundraising, & Accounting:

- Responsible for fiscal management of the Fox, operating within the approved budget parameters, ensuring maximum resource utilization and maintenance of the organization in a positive financial position.
- Identify, lead, and enhance earned and contributed revenue opportunities. Current sources of revenue include rental revenue, ticket sales, restoration & handling fees, concessions and alcohol sales, event and theatre sponsorships, membership programs, private donations, grants, and other forms of public/community support.
- Formulate annual Fox operating budget, and present to Board of Directors for approval.
- Formulate and negotiate all event budgets and contracts for Fox promotions, co-promotions, and rentals.
- 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, e-mails, our website, theatre and box office displays, and miscellaneous promotional materials.
- Prepare ticket sales, rental income, and other revenue reports and post-event financial statements following reconciliation of sales using Ticketfly and Square systems in order to complete settlement with promoters and rental clients.
- Negotiate rates and contracts related to capital improvement/replacement projects.
- Regularly review vendors to ensure best pricing (including communications, insurance, office equipment, etc.)
- Serve as the chief fundraiser for the organization, actively leading and participating in the cultivation and solicitation of major donors, on private, corporate, and governmental levels.
- Initiate, manage, support, and encourage the Board of Directors with fundraising efforts for the theater on an annual as well as project basis.
- Initiate, research, and manage grant applications.
- Work closely with Patron Relations & Marketing Coordinator and Fundraising Committee to develop solicitation strategies for individual gift donors including direct mail, email, on-site cultivation, and through special fundraising events.
- Perform and oversee all accounting functions including accounts payable and receivable, bi-weekly payroll, event settlements, accruals, cash management, performer payments including tax filings, sales tax accrual, tracking of prepaid expenses, tracking of royalties payments, banking, and financial reporting for grants, as needed.
- Work closely with part-time bookkeeper to ensure conformity with generally accepted accounting principles.
- Oversee and assist with preparation of quarterly sales tax and payroll tax, annual tax returns, and property statement filings.
- Ensure compliance of non-profit corporation filings with local, state, and federal governmental agencies.
- Regularly prepare and analyze Fox financial statements in order to track adherence to annual budget and develop financial forecasts.

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.



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- 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 under-served audiences, working towards goals that align with the Fox’s mission and commitment to providing diverse programs.

Education, Outreach, External Relations:

- 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.
- Maintain positive relations with clients, promoters, and the community at large.
- 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, community organizations, and stakeholders 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.
- Help committees develop goals and implement strategies to advance annual and long-term goals.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties:

Education:

Bachelors degree or higher, degree in arts and/or business administration is preferable.

Experience:

- Demonstrated management expertise in the arts, non-profits, or a related cultural sector. This includes but is not limited to leadership in fundraising, advocacy, board governance, fiscal



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management, public relations, resource development, personnel management, and community collaboration.

- Knowledge of QuickBooks and basic accounting practices.
- Experience managing facilities operations and maintenance staff desired.
- Experience with on-line ticketing systems and patron management software a plus.

Ability to:

- Create financial management plans to allocate resources, prepare and manage budgets, analyze financial data and project income, and manage strategic plans and programs that contribute to revenue generation;
- Cultivate, solicit, and steward major gifts from high level individual donors, corporate sponsors, and foundation/government funders;
- Lead and manage staff towards realizing both short and long-term goals, and build organization as it grows to meet future demands and expectations.
- Effectively prioritize heavy workload (requires excellent organizational and time management skills, and careful attention to detail);
- Establish and maintain effective working relationships with staff, volunteers, and Board of Directors;
- Work evening performance shifts and weekends, as necessary.

Other necessary characteristics include a passion for the performing arts, exceptional oral and written communication skills, a record of accomplishment in building community participation and cross-cultural partnerships, and the ability to work respectfully with a broad spectrum of differing lifestyles and backgrounds. The Executive Director must be a strategic thinker and relationship builder: someone who maintains a high professional profile, secures financial resources, exhibits a commitment to diversity and inclusion, develops unique collaborative relationships with other organizations, and has a personal vision of how the arts play a role within the life of a community.

COMPENSATION

Starting salary range of \$55,000 - \$65,000, depending on skills and experience.

PATRON RELATIONS & MARKETING COORDINATOR

HOW TO APPLY

Send cover letter, resume, and professional references to employment@foxvisalia.org.

SUMMARY DESCRIPTION

In consultation with the Executive Director, the Patron Relations & Marketing Coordinator is responsible for developing and implementing annual and long-term marketing, public relations, membership/donor, and customer service plans, initiatives, and procedures with the goals of maximizing patron satisfaction, achieving earned and contributed income goals, and maintaining a consistent brand image of the Visalia Fox Theatre. S/he aims to provide the highest quality experience – from initial contact through end of performance, and beyond. S/he will manage and oversee contracted, hired, and volunteer staff in the areas of customer service, sales, marketing, and development. This is a full-time, salaried position, reporting to the Executive Director.



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REPRESENTATIVE DUTIES

The Public Relations & Marketing Coordinator performs the following duties personally, or oversees their execution through the department's staff.

- Develop and coordinate a multi-faceted approach to fundraising through individual gift donors, Fox Club membership renewals and retention, and event sponsorship using a variety of solicitation strategies, including direct mail, email, on-site cultivation, special events, and more.
- Review existing membership, sponsor, and donor incentive programs, identify opportunities for upgrades and enhancements, and develop and oversee execution of growth strategy.
- Ensure proper donor data management and tracking, timely production of gift acknowledgement letters, sponsor and member benefit fulfillment, and generation of mailing lists and reports.
- In consultation with the Executive Director, develop annual and long-term marketing, public relations, membership/donor, and customer service plans, initiatives, and procedures to achieve the earned and contributed income goals, as well as the consistent brand image, of the Visalia Fox Theatre.
- Coordinate and oversee execution of detailed plans, budgets, schedules and purchases for multifaceted promotional campaigns, which include, but are not limited to: print and electronic advertising, social media, press releases, publications, direct mailings, e-mails, our website, theatre and box office displays, and miscellaneous promotional materials.
- Based on observation, research, and analysis, create, implement, and maintain exceptional customer service practices and procedures to ensure patron satisfaction.
- Review existing membership, sponsor, and donor incentive programs, identify opportunities for upgrades and enhancements, and develop and oversee execution of growth strategy.
- Implement strategies to promote loyalty and encourage a deeper involvement with the Fox among our existing audiences, donors, and rental clients.
- Devise and implement strategies to reach new and underserved audiences, members, and donors.
- Strategically partner with local organizations and initiatives to promote community enhancement and engagement.
- Work with other staff to provide management support in long-range planning, strategic initiatives, and on-going analysis and evaluation of decisions concerning the organization.
- Manage marketing and customer service-related staff, including marketing assistants, box office, concessions, and front of house volunteers
- Frequently serve as House Manager during Fox events. Responsibilities include, but are not limited to, those associated with overall event & theatre management: supervise technicians, concessions, and other front-of-house staff; provide set-up, oversight, and troubleshooting support to box office; conduct on-site training and coordination of volunteers and security personnel; 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 close-outs for box office, concessions, and bar; shut down and secure facility at the end of event.

MEASURES OF SUCCESS

- Enhanced revenue from increased audiences and ticket sales, rental customers, membership program, and donors/sponsors.
- Expanded number of entry-level memberships.



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- Deeper engagement of current patrons as measured by increases in the percentage of multiple-event ticket-buyers, higher average memberships/donations, higher renewal rates, and growth of repeat rental clients from season to season.
- Increased media attention for the non-profit mission of the Fox.
- Increase in positive feedback via customer surveys and organization review outlets.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time to successfully perform the assigned duties.

Knowledge of:

- The arts and entertainment industries, and arts and entertainment marketing techniques;
- Fundraising and donor relations concepts, principles, and procedures;
- Print, broadcast, and social media, and other web-based advertising, including its needs and formats;
- Microsoft Office programs (Word, Excel, PowerPoint), graphic design and page layout programs, and basic understanding of WordPress;
- Ticketfly or similar database/ticketing system is desired.

Ability to:

- Juggle multiple projects simultaneously, prioritize, and manage time effectively while remaining flexible in a fast-paced and changing environment.
- Evaluate trends, interpret data, and prepare conclusions and recommendations based upon information collected;
- Manage strategic plans and programs that contribute to revenue generation;
- Create financial management plans to allocate resources; prepare and manage marketing, membership, and patron services budgets; analyze financial data; and project income;
- Articulate ideas clearly and concisely, in both written and oral format (excellent writing and editing skills);
- Work effectively under tight deadlines (requires excellent organizational and time management skills, and careful attention to detail);
- Develop "grassroots" contacts among a broad range of constituencies;
- Establish and maintain effective working relationships with staff, volunteers, and board of directors;
- Work evening performance shifts and weekends, as necessary.

Education and Experience Guidelines

Education/Training: Associates degree or higher in a related field, four-year degree preferred.

Experience:

At least five years management or supervisory experience in customer service or related field; Minimum three years experience in a performing arts or related environment; At least two years non-profit experience, preferably in field of fundraising, development, programming, communications, and/or marketing. Experience with online ticketing systems and patron management software a plus.

COMPENSATION

Starting salary range of \$35,500 - \$42,000, depending on skills and experience.