



Executive Director Job Description

The Petaluma Arts Center (PAC), a small 501 (c) 3 organization, is looking for a dynamic, energetic and community oriented individual to be PAC's new Executive Director. PAC is at a crossroads and needs an Executive Director that will embrace the mission to enhance the vision as we enter our 10th year of providing an exceptional arts and cultural resource to the community.

Position Summary

The Executive Director is responsible for fulfilling the mission of the Center from day to day management through strategic planning. Responsibilities include, but are not limited to:

Fundraising

- Provide financial and fundraising oversight assuring the organization is financially sustainable with a healthy cash flow
- Work with the Fund Development Committee to oversee annual fund development plan
- Manage the Fund Development calendar of events
- Set and maintain specific, measurable goals with respect to fundraising and membership
- Manage donor cultivation and prospect research
- Ensure that the donor database is updated and effectively maintained and utilized
- Research and write grants
- Cultivate businesses to underwrite and sponsor PAC activities

Administration

- Manage day-to-day operations of the Center
- Report to and work closely with the Board of Directors, maintaining clear lines of communication and transparency
- Develop and implement a short-term business plan that is financially sustainable
- Work with the bookkeeper, treasurer, and the Board in preparing budgets
- Maintain official records and documents; ensure compliance with federal, state and local regulations
- Oversee the maintenance of the facility
- Supervise a staff of one (1) fulltime office/volunteer manager, one (1) part time exhibitions manager and one (1) part time marketing assistant
- Manage the recruitment, employment, professional development, evaluation, and discharge of all personnel, both paid staff and volunteers

Marketing

- Develop a marketing plan that includes target audiences, key messages, goals and an array of tools and tactics to reach the established goals, such as, but not limited to:
 - Hosting of fund-raising events
 - Utilizing social media and digital outlets
 - Managing PAC's website
- Develop partnerships to improve the visibility of PAC

- Serve as an ambassador and advocate by representing the organization in the community

Programming

- Work with the staff, volunteers and committees to create high-quality, innovative programs and exhibitions that fulfill PAC's mission
- Deliver a quality visitor experience
- Seek opportunities to serve and engage new constituents in the community Promote staff and volunteer leadership involvement in program and exhibition planning
- Set and maintain specific, measurable goals with respect to visitor attendance
- Manage 5-6 exhibitions per year

This is a full time, exempt position, with paid time off and holidays. Salary range is \$55k-\$65k commensurate with experience. Healthcare benefits are not included.

Required Experience & Skills

- Bachelor's degree or higher in the area of not-for-profit management, museum administration/studies, the arts, or other related field
- Experience in the arts and culture fields
- Three to five years of experience in not-for-profit management or fundraising, arts administration and community engagement
- Demonstrated ability to work successfully with staff, volunteers, arts educators, members, donors, and community partners at every level
- Proven track record in fund development
- Experience with software including, but not limited to:
 - CRM database products
 - Microsoft Office Suite
 - Social Media
 - Email Marketing
- Excellent written and verbal communication skills

Application Process

Please send your cover letter, addressing why you want to work at PAC, and resume to Carin Jacobs at Cjacobs@petalumaartscenter.org.

Application deadline is October 20, 2017.