

# *WHOLE BACKSTAGE*

## *EXECUTIVE DIRECTOR JOB DESCRIPTION*

### **POSITION SUMMARY**

In this role the Executive Director (ED) serves as leader of Whole Backstage (WBS) Theatre of Guntersville, Alabama. The ED is responsible for engaging our community, patrons, board of directors, donors, and other volunteers in promoting and delivering a community theater experience to thousands of attendees a year, while ensuring financial stability and security. Reporting to the WBS Executive Board of Directors, the ED will direct and oversee all functions of this non-profit.

### **RESPONSIBILITIES**

- Oversee all day-to-day operational and financial management functions of WBS, working with show directors and all related teams, committees, volunteers, community members and partners and staff to ensure successful productions and programs. Includes supervision of staff, negotiation and execution of contracts, management of WBS resources, maintenance of accounting systems, and preparation of financial reports and creation of WBS annual budgets with guidance from Treasurer and finance committee as needed.
- Lead all WBS annual development, fundraising, and capital campaign programs and activities, with a focus on increasing the donor and sponsorship base and improving fundraising methods and operating systems. Play a key role in planning and implementing fundraising strategies, securing sponsors and corporate partners, and in soliciting major gifts with guidance from VP of Development as needed.
- Oversee general-public relations, communication, education, and outreach functions. The ED will represent WBS to the general-public through speaking engagements, publicity and the development of written informational/promotional materials; and oversee the development of an overall public relations/communications strategy with guidance VP Publicity as needed.
- Oversee the maintenance of facilities and equipment, ensuring safety and security of employees and volunteers, as well as the protection of property with guidance by VP of Facilities as needed.
- Work with the WBS Board in evaluating and implementing the overall mission of WBS and in defining short-term objectives and long-term goals, including WBS's annual strategic planning process. Provide administrative leadership for and staff support to the Board and its committees, attend all Board meetings, committee meetings as requested, and perform a wide range of Board liaison functions with guidance by President & Executive Committee as needed.
- Other duties as assigned by WBS by President with approval of Executive Committee.

### **QUALIFICATIONS**

- Excellent organizational, fiscal and personnel management, fundraising, community relations skills, and volunteer management skills
- Bachelor's degree preferred, and five or more years of relevant leadership experience, with a broad base of knowledge and skills in leadership and management of non-profit arts organizations; community theater experience preferred.
- Experience working with a Board of Directors in a non-profit setting

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- Ability to represent WBS to a broad range of outside individuals and organizations. Excellent public speaking/presentation skills.
- Excellent computer skills, including facility with Microsoft Office suite, QuickBooks, and other organizational management software and database tools including website maintenance, with preference to candidates with social media experience.
- Demonstrated love of theatre and strong commitment to the mission and goals of WBS.
- Demonstrated commitment to diversity and inclusion.

#### **ABOUT WHOLE BACKSTAGE THEATRE**

WBS is a non-profit, volunteer community theatre organization located in beautiful Guntersville Alabama. Many throughout the community volunteer their time and talent each year both on stage and off for productions performed at the historic “Old Rock School”. It is supported, in part, by grants from the Marshall County Foundation of Fine Arts, and from the Alabama State Arts Council, along with private donations. The majority of WBS funding comes from the support of the community.

Over the past 50 years, the Whole Backstage Community Theatre has produced a wide range of quality shows. The WBS is an all-volunteer, non-profit 501(c)(3) organization. It is the oldest community theatre in Marshall County Alabama and exists solely through the generous support of its patrons.

The WBS encourages participation in theatre and related arts. Special efforts are directed at developing the talents of regional young people. Many of them have pursued careers in performance or theatre related fields.

The Whole Backstage has always been a completely volunteer organization, supported by a true working Board of Directors. Each year we produce 4 to 5 main stage productions, youth productions, theatre workshops, and host or sponsor several community events, using over 15,000 volunteer man-hours. Generally, these annual activities include more than 400 direct participants, with average audiences totaling over 8,000 people. Our participants and audiences mostly come from all across North Alabama. Primary cities served include: Albertville, Arab, Boaz, Guntersville, and Grant. Our primary service area, Marshall County, has a population of 94,725.

The mission of the Whole Backstage, Inc. is to provide our community and the surrounding areas with a cultural outlet with live theatre and the performing arts, with opportunities for performers, laborers, crew, volunteer assistants, and audience members. Our emphasis is placed on a creative environment in which people may be entertained, engaged and educated.

As a community institution, we are committed to keeping our productions affordable, offering educational and theatrical activities, sharing resources, and working cooperatively with public and private schools and various civic groups. The annual salary range is \$45,000 - \$55,000. For more information, visit the WBS website: [www.wholebackstage.com](http://www.wholebackstage.com). The Whole Backstage is an equal opportunity provider.

**Qualified applicants may send a cover letter and resume to [executivedir@wholebackstage.com](mailto:executivedir@wholebackstage.com) by March 10<sup>th</sup>, 2018 for consideration.**