

RCS Executive Director Position Description

The executive director reports to the executive board of directors and is responsible for the overall direction and management of the administration of the chorus.

Purpose and Objective:

Develop, implement, and monitor strategies that achieve the organizations goals, objectives, and long-range plans.

Principal Duties and Responsibilities:

Development and Fundraising

Develop, coordinate, and execute a comprehensive strategy of financial development and support in conjunction with the development committee. The executive director will assist with the following:

- Developing the strategy for cultivating, securing, and sustaining corporate sponsorships
- Securing concert sponsorships for upcoming season
- Prepare foundation and government grant requests and reports in conjunction with board members
- Develop materials to support development efforts
- Support committees and task forces to implement fundraising projects
- Identify and pursue new sources of contributed income – individuals, corporations, foundations/grants

Marketing

Assist the marketing committee to develop and implement a comprehensive strategy to market RCS, its affiliated groups, and their programs throughout their market area:

- Oversee sales of tickets
- Oversee development and implementation of a comprehensive marketing plan, including press releases, advertising, calendar listings, brochures/postcards, public service announcements and radio advertising
- Implement and monitor progress of each concert's marketing plan
- Assist with the implementation of the education and outreach programs to increase awareness of the chorus by corporations, grant sources, and the general public

Community Relations

- Develop an ongoing relationship with arts peers in the community
- Represent RCS at community functions
- Act as spokesperson for RCS to the media, government agencies, corporate community foundations, funders, and the school community or other groups as requested by the board

Financial Management

Prepare budgets and manage financial operations in accordance with approved budget and government regulations:

- Work closely with the treasurer on budget preparation and approval, monthly projections, and anticipation of potential problems
- Determine, with the music director and artistic planning committee the upcoming season and administrative costs
- Prepare the annual budget and variance analysis for presentation to the board
- Monitor expenses to budget line items; coordinate proper expense allocations with the treasurer and/or other executive board members
- Comply with all local, state and federal tax regulations and prepare reports for the accounting firm handling same
- Submit payroll and handle payment to individual independent contractors
- Maintain all financial records, ledgers, journal entries, bank accounts, and cash accounts
- Prepare PACDP reports for PCA grant
- Submit all check requests and/or invoices to the treasurer or president for signature

Planning

Oversee short and long range planning, engage board and staff in periodic planning sessions:

- In conjunction with the music director and executive committee, prepare the strategic plans and strategies for implementation
- With the board, evaluate progress toward goals on a regular basis

Board of Directors

Work with the board of directors and its officers to help them fulfill their functions:

- Attend all meetings of the executive committee and full board as a non-voting member
- Assist the president in developing and processing of agendas for all meetings
- Prepare or collect written reports for presentation to the board and/or executive committee

- Assist in identifying and attracting potential new board members
- Offer prompt and thoughtful responses to requests for information

Operational, Office, and Clerical Duties (not already stated)

- Maintain database for patrons, members, and mailing list. Update as needed and prepare mailings. Create reports and labels for marketing/fundraising mailings
- Maintain database for ticket buyers, used for future mailings
- Assist with membership drive, schedule auditions, and notify membership chair and music director of scheduled auditions
- Assist with preparation of thank you letters written by board members
- Prepare patron listing, membership listings and program order portions of the concert program – BRAVO
- Maintain supplies for mailings and other office functions
- Assist with music return for leased/rented music
- Keep files of former programs, newspaper reviews and CDs
- Assist with ticket sales for concerts and special events. Create and distribute tickets for RCS concerts.
- Manage and keep records of ticket sales deposits, and create reports comparing sales by concert year.
- Create reports to keep track of members' ticket sales and patron sponsors brought in for use in marketing.
- Assist the board with projects as needed.