



Job Description: Managing Director

About Penfold Theatre

Founded in 2007, Penfold Theatre is a professional, 501(c)(3) non-profit theatre company that invites its audiences to connect and be inspired through intimate stories crafted by Central Texas' world-class artists. Penfold produces four mainstage productions each year, including "Penfold in the Park," a nine year tradition of free summer theatre. The company serves about 5,500 patrons annually, with a season membership base of over 200 and an annual budget over \$200,000. Poised for growth, Penfold seeks its first full-time Managing Director who will help lead it into its next chapter of development.

Job summary

The Managing Director reports to the Board of Directors and co-leads the organization with the Artistic Director. The Managing Director plays a key role in creating and executing the goals, strategies and policies that will allow Penfold to advance its mission with excellence. Because of Penfold's position as a growing organization, particular import is given to increasing the company's budget through contributed and earned income.

The Managing Director is responsible for the following operations of the company: Development, Marketing (including Patron Services), Finance and Human Resources. In the areas of Development and Marketing, the Managing Director is directly responsible. In the areas of Patron Services, Finance and Human Resources, the Managing Director supervises other team members. In the onboarding process, assistance will be given to the Managing Director so that revenue expanding activities can be prioritized first.

The Artistic Director is responsible for season planning and production of the mainstage season and education and outreach programs.

Responsibilities

Development. The Managing Director establishes and meets development goals in alignment with Penfold's strategic goals. The Managing Director raises contributed revenue from individuals, corporations, foundations and governments in the form of donations, sponsorships, grants, in-kind and special event income. The Managing Director builds strong, positive relationships with current and potential contributors making each one feel like a unique and critical partner in forwarding Penfold's mission. Specifically, the Managing Director:

- Works with the Development Committee of the Board of Directors to create development goals and strategy in alignment with Penfold's strategic goals
- Meets development goals exceeding \$135,000 through fundraising campaigns, events, grants, etc.
- Works with the Board of Directors and staff to organize Penfold's annual gala, *A Marvelous Party*.
- Grows major donor and corporate sponsorship programs, including identification, cultivation, solicitation and stewardship of individual and corporate donors
- Grows the grants program, including research, grant writing and reporting
- Maintains a comprehensive donor database and appropriate documentation
- Supervises and collaborates with development contractors and volunteers

Marketing. The Managing Director elevates and expands Penfold's reputation in the community, growing the audience for Penfold's programs. The Managing Director establishes and meets marketing goals in alignment with Penfold's strategic goals. The Managing Director generates earned revenue from season memberships, single tickets, concessions and other revenue streams. The Managing Director builds strong patron loyalty through consistently excellent experiences. Specifically, the Managing Director:

- Works with the Marketing Committee of the Board of Directors to create marketing goals and strategy in alignment with Penfold's overall strategic goals
- Meets established marketing goals through institutional and programmatic marketing campaigns and events
- Grows Penfold's base of season ticket holders
- Supervises and collaborates with the Patron Services Manager as she prepares and oversees the front of house experience; trains and supervises front of house team members; submits accurate front of house reporting
- Supervises and collaborate with marketing contractors and volunteers

Executive Leadership. The Managing Director co-leads the organization with the Artistic Director and plays a key role in creating and executing the goals, strategies and policies that will allow Penfold to advance its mission with excellence. Specifically, the Managing Director:

- Works with the Artistic Director to manage the Board of Directors and its operations
- Works with the Artistic Director and Board of Directors to create, execute and report on the organization's vision, goals and strategies

- Works with the Artistic Director to create a sound annual budget for Board approval
- Works with the Artistic Director to provide an annual review to the Board for each season
- Fosters a positive organizational culture, establishing organizational values and building a cohesive and effective team
- Recruits and supervises staff, contractors and volunteers, delegates tasks, and ensures the needs of the organization are met
- Allocates financial resources approved by the board
- Helps advance the relationship between Penfold and its stakeholders, including governments, businesses, arts organizations, individuals, advocacy groups and the press. The Managing Director and Artistic Director represent the public face of the organization.

Finance. The Managing Director supervises the Patron Services Manager as she maintains accurate, detailed and up-to-date financial records, supplies the organization with relevant and easily-accessible reporting, and upholds company values by following accountability policies. The Managing Director works with Penfold's Treasurer, Accountant and Patron Services Manager to complete the annual audit and tax return, as well as to set sound financial policy.

Human Resources. The Managing Director supervises the Patron Services Manager as she positions new team members for success, promptly and accurately administers compensation and benefits, and upholds company values by complying with external requirements and internal policy.

Qualifications

The ideal candidate will have:

- An entrepreneurial spirit and excitement to invest in the growth of an emerging theatre company
- A passion for theatre, Penfold's mission and connecting the company with its community
- The drive and ability to meet fundraising goals by designing and executing fundraising campaigns and special events
- The ability to build strong relationships and increase contributed revenue through the prospecting, cultivation, solicitation and stewardship of donors and sponsors
- The drive and ability to increase earned revenue through marketing, advertising and public relations
- Excellent written, verbal and public speaking skills, including the ability to speak and write persuasively in donor communications, grant applications, marketing channels, etc.
- The ability to successfully develop and implement a strategic plan
- The ability to build long-term organizational capacity without neglecting short-term operations and goals

- The ability to lead, manage, motivate, inspire, train, and collaborate with staff, artists, board, and volunteers
- The ability to self start, self motivate and self direct, as well as stamina, a strong work ethic and the flexibility to deal with unpredictable pressures and variable flow of work
- A bachelor's degree (master's degree in arts management preferred)
- Experience working in nonprofit theatre management - including fundraising, marketing and board relations - and a knowledge of best practices
- Strong computer skills and experience in office, CRM/database, marketing and accounting software (Google Suite, Vendini, social media platforms and Quickbooks preferred)

Compensation and Benefits

The starting salary is \$40,000. Benefits offered include paid vacation and sick days, paid holidays, parental leave and a flexible schedule.

Application Process

Email resume and cover letter to jobs@penfoldtheatre.org. Submissions without cover letters will not be reviewed. No calls please. The application deadline is April 30, 2019.

Penfold Theatre is committed to fostering a diverse, equitable, and inclusive work environment. Penfold Theatre provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.