



EXECUTIVE DIRECTOR

THE ORGANIZATION

On November 3, 2006, the South Orange Performing Arts Center (SOPAC) opened its doors to the public, permanently changing the scene in South Orange, New Jersey and adding to the landscape of arts leaders in New Jersey. Almost 10 years in the making, SOPAC evolved from an idea of then Township of South Orange Village President Bill Calabrese to bring a movie theater to town. After further discussions and exploration, he championed a bigger dream – to establish and open a full performing arts center that would create jobs, offer arts education and spur new partnerships. The center would present elite artists in an intimate theater and feature cinema and event space. Seton Hall University agreed to participate in the project with the vision that SOPAC would be a space to offer its Theater Arts Department productions. Finally it would anchor the downtown business district, become a community gathering point and a regional point of arts pride.

SOPAC has achieved those goals in just a short time. In its first ten months, SOPAC featured superstars Nancy Wilson, Olympia Dukakis, Paquito D’Rivera and Yo-Yo Ma among others. Praise came in from media like *The New York Times* and New Jersey’s *Star Ledger* and from important politicians such as New Jersey’s former Governor and Senate President, Richard Codey, Essex County Executive Joseph D’Vincenzo and Governor John Corzine, who selected SOPAC to host a public forum open to all in the state.

SOPAC has hosted and co-led cultural planning meetings to help shape the future of South Orange as an arts destination. It has created jobs and roles for local youth, professionals and seniors alike and forged new partnerships with Seton Hall University, Clearview Cinemas and local businesses among others. The arts center has hosted private, community and business events in its rental loft space, which is an important site for *Arts Inside*, the new arts education initiative inaugurated in SOPAC’s second season.

In recognition of its impact, the South Orange Village selected SOPAC as its Villager of the Month in July, 2007, the first time an organization was awarded this honor. What most impressed the Community Relations Committee nominating SOPAC was the important role SOPAC played in bringing the people of South Orange together and creating new opportunities for the community and region at large.

The comment most people make upon entering SOPAC for the first time is "I can't believe how spacious it is in here!" Thanks to ingenious architectural planning by Carmi Bee of RTK & B Architects, innovative engineering, and clever use of materials, SOPAC’s stacked vertical design packs a lot of entertainment into a relatively-compact footprint, while maintaining an airy feel. What's inside?

- A 415-seat state-of-the-art live performance hall -- with only 12 rows plus 6 in the Mezzanine, each seat is so close to the stage every spectator can make eye contact with the performers!
- Five movie theaters, operated by Cablevision’s Clearview Cinemas, providing a total of 600 seats for viewing first-run films.
- Separate entrances and box offices for the live performance theater and cinemas

- The spectacular third-floor SOPAC Loft, outfitted with two walls of windows providing great views of South Mountain Reservation, day or night, seating 145 people comfortably for private and corporate functions. An adjacent professional-grade full-service catering kitchen makes it a perfect rental space for various events.

THE COMMUNITY

Combining metropolitan sophistication with a strong sense of community, South Orange is a suburban village in the New York City metropolitan area, located in Essex County, New Jersey – just 14 miles and a 30-minute “one seat” train or car ride from midtown Manhattan. Known for its commitment to diversity, its residents are politically and civically involved with more than 30 active neighborhood associations. Quiet, tree-lined streets with trademark gaslights and historic homes wind through this community nestled in the foothills of the Watchung Mountains. Recreation facilities include 80 acres of lush parkland (with an additional 2,047-acre nature preserve adjacent to the town), along with well-maintained playing fields, 3 public swimming pools, and multiple tennis courts. The Village has almost 17,000 residents consisting of over 5,000 households and is home to a vibrant downtown area and Seton Hall University, with 9,700 undergraduate and graduate students.

South Orange shares a school district with the adjoining town of Maplewood which is consistently ranked in the top tier of New Jersey’s schools. Columbia High School has had a vibrant arts component in its curriculum and has produced an enormous roster of talent, including Elizabeth Shue, Zach Braff, Lauren Hill, Max Weinberg and Frank Langella. In addition, South Orange and Maplewood are home to a number of television and Broadway artists, including Christine Ebersole, Bill Charlap, Renee Rosness, and Kelly Bishop, helping to make these communities a true center of cultural arts.

THE POSITION

SOPAC’s Executive Director oversees the marketing, programming, fundraising, strategic partnerships, educational activities, financial management and operations of SOPAC with an annual budget of approximately \$2 million for 2010-2011. The Executive Director works closely with the Board of Governors and senior staff to identify goals and strategies to ensure financial stability and artistic vitality of the institution. She/he assists the Board in achieving organizational advancement and governance goals, assists them in identifying Board prospects, and supports the Board members in their roles as fundraisers, policy-makers and ambassadors for SOPAC. The position will maintain a visible presence in South Orange, surrounding communities, Essex County, and northern New Jersey in order to build a strong brand, visibility, and financial support for SOPAC and to secure the growth of its programs. The Executive Director builds collaborative relationships with individual artists and/or resident companies, as needed, and funders to advance the mission and vision of SOPAC. She/he maintains an atmosphere where open communication and stakeholder participation encourage creativity, flexibility, stability, and the achievement of SOPAC’s overall cultural, social, community and institutional impact.

TRAITS AND CHARACTERISTICS

A results-oriented entrepreneur with the ability to create and execute artistic, fundraising, marketing and operating plans, and one that works closely with a team to reach its goals. A conceptual, strategic, and practical thinker who possesses a solid understanding of the factors that contributes to organizational success, artistic excellence, and community impact for a performing arts center still in its formative years. Superior communication skills with the ability to articulate strong and compelling messages for support and participation that generate enthusiasm and commitment among stakeholders. Personable, energetic, and highly credible with the ability to develop strong and effective partnerships with allied organizations and other constituencies. A participatory leadership style in working collaboratively with artistic personnel, staff, volunteers, and collaborative arts partners. Ability to bring together, lead, and motivate others to stimulate positive institutional and community impact.

PRIMARY RESPONSIBILITIES

Programmatic, Operational, and Strategic Planning

Develops and oversees implementation of the strategic and community engagement plan with short- and long-range goals to meet SOPAC’s artistic vision, facility utilization, impact, and funding objectives.

- Establishes and maintains effective working relationship with the Board of Governors to ensure mission and vision are achieved.
- Engages artists, negotiates contracts, and oversees all operational logistics.
- Enters into agreements with outside renters while maintaining an overall vision for quality programs that reflect positively on SOPAC's brand.
- Makes recommendations to the Board for appropriate staffing and organizational structure to support the ongoing operations of SOPAC.
- Develops, monitors, implements and updates a strategic plan with the Board and leadership team that incorporates both short-term and long-term programmatic, financial and business goals.
- Determines organizational priorities with the Executive Committee of the Board and executes the priorities with assistance from Board and staff.
- Oversees the development of budgets with other members of the leadership team and presents regular and timely financial reports to the Board.
- Develops human resources policies with Board committees, including practices and procedures and ensure that they comply with state and federal laws and regulations.
- Directly supervises senior staff and other administrative support staff, as needed.
- Works closely with the senior staff to effectively and efficiently utilize the spaces at SOPAC.
- Establishes and maintains effective working relationship with the South Orange Village's administration and governing body.

Institutional Advancement

Devises and executes a comprehensive strategy with the SOPAC Board to complete the capital campaign and simultaneously build and expand the funding and audience base to sustain organizational growth. Serves in partnership with the Board Chair as the primary spokesperson in the press and community in advancing SOPAC's mission and vision.

- Develops and maintains a continuum of giving, beginning with small annual gifts but with primary emphasis on the identification, cultivation and solicitation of large, relationship-based major gifts, supported by special events and volunteer involvement.
- Identifies ways, in collaboration with Board Committees, to increase contributed revenue opportunities for SOPAC that meet its vision, mission, goals and objectives.
- Devises appropriate marketing and public relations strategies to effectively disseminate information regarding SOPAC's educational activities.
- Works closely with staff and the Board to identify funding opportunities from individuals, foundations, corporations, and government agencies and to strategize the most effective donor stewardship and cultivation methods.
- Actively seeks out and initiates contacts with potential donors, including individuals, foundations and corporate partners and develops, cultivates and maintains relationships to advance SOPAC's mission.
- Works with the leadership team to maximize corporate sponsorship opportunities for SOPAC's presented or hosted activities.
- Formulates strategies and collateral materials that increase earned revenue from ticket sales and contracted services from rentals.

Community and Public Relations

Guides the public image and brand awareness of SOPAC, its mission, vision and values, and plays an active role in external relations throughout the region and New Jersey.

- Acts as the public face and voice of SOPAC and oversees organizational growth and sustainability.
- Works closely with community, strategic partners, resident companies, and renters to ensure that the interdisciplinary nature of SOPAC is embraced and promoted.
- Articulates a strong and compelling vision to generate enthusiasm, commitment and support.
- Oversees the development of an appropriate educational and community engagement program.
- Assumes primary responsibility for SOPAC's external relationships within South Orange Village, the surrounding communities, including but not limited to municipal governance, banks and other funding

institutions, professional and business organizations, schools, colleges and universities, other not-for-profit organizations, area arts organizations and SOPAC neighbors.

- Serves as primary spokesperson for SOPAC with government agencies, corporations, foundations, and other stakeholders, in partnership with the Chair and other Board members where appropriate.
- Assesses marketing opportunities and embraces the importance of effective multi-pronged approaches to reaching audiences and potential audiences.
- Identifies and develops strategic partnerships with local, regional and national arts presenters, as needed.
- Devises appropriate communication and outreach methods to encourage broader and deeper community participation in SOPAC.

Governance and Financial Management

Provides support to best utilize the talents and resources of the Board, stimulate involvement, recruit new members, and work closely with the board to ensure strong fiscal health of the organization.

- Develops effective methods with the Chair and the Board to identify, cultivate, and recruit prospective SOPAC Board members.
- Educates, engages and celebrates board members and their successes.
- Assists Board committees in developing and implementing their goals and objectives.
- Develops a comprehensive capital campaign and operating budget, for approval by the Board, and reports on its progress regularly.
- Ensures that all activities in SOPAC meet contractual agreements and are consistent with SOPAC's mission.
- Oversees administrative support staff in appropriate fiscal controls and best practices.
- Works closely with the Board Treasurer and Finance Committee to review the most effective and efficient use of financial resources.
- Takes the lead role in negotiating new contracts and works with legal counsel, when needed, in representing and negotiating these matters.

EXPERIENCE AND QUALIFICATIONS

At least 7-10 years management experience working in a not-for-profit arts organization with demonstrated experience and results in achieving successful artistic goals, fundraising campaigns, and institutional advancement efforts. Bachelor's degree required and graduate degree in business, arts administration or a related field highly desirable. A background in performing arts programming as well as planning, designing and implementing effective marketing and fundraising efforts. Demonstrated track record working with a Board of Governors to generate financial support, to cultivate community relationships, and appropriately govern the institution. Experience working with a developing board to build its capacity, recruit appropriate skills, and develop resources that meet needs of the organization. Prior supervisory experience managing and mentoring people of diverse backgrounds strongly preferred.

COMPENSATION & BENEFITS

Competitive compensation and benefits package, including health and dental insurances, vacation, and exposure to some of the finest performers and productions in the country.

APPLICATIONS AND INQUIRIES

Send letter and resume with demonstrable accomplishments to:

Mr. Daniel J. Zanella, Senior Consultant

Arts Consulting Group, Inc.

1040 Avenue of the Americas, 24th Floor

New York, NY 10018-2836

Tel (212) 918.1498 Fax (212) 931.8544

E-Mail: sopac@artsconsulting.com

South Orange Performing Arts Center is an equal opportunity employer.