



Executive Director – Job Description

Parrsboro Creative

Position Overview

The successful candidate for the Position of Executive Director will be self motivated strategic thinker and assume responsibility for ensuring the timely development of the goals and objectives of Parrsboro Creative. The Executive Director will possess entrepreneurial skills to direct the development of our main programs - the Artist Attraction Program, the Artist in Residence Program, the Parrsboro International Plein Air Festival (PIPAF) and the Cultural Campus, and will be well versed in the arts.

This position is presently being offered as full time for a one year term with renewal pending the availability of funds. The successful candidate must agree to live in the Parrsboro radial community while employed by Parrsboro Creative and take an active role in our Community.

The successful candidate must be familiar with the world of arts and culture and funding programs pertaining to it.

Job Description

The Executive Director will be responsible for managing the programs, growth and development of Parrsboro Creative including administration, planning, development and implementation of marketing initiatives, communications and public relations activities for Parrsboro Creative.

The position reports to the Board of Directors. The chair of the board is the primary contact. The executive director serves is a defacto member of all committees and is a member of the management team charting the direction of Parrsboro Creative, ensuring its effective operation and coordinates communications with partners, artists and the general public. This position will require flexible work hours requiring weekends and evenings upon occasion.

Principle Responsibilities

1. Provide leadership to plan, budget, implement and measure the success of Parrsboro Creative programs;
2. Investigate funding program opportunities and prepare applications for funding where appropriate;
3. Maintain currency of the web site and social media presence;
4. Promote a high level of community awareness through a comprehensive communications and public relations strategy;
5. Develop marketing, communications and public relations materials.

6. Ensure maintenance and currency of the data base.
7. Coordinate media interest in Parrsboro Creative and maintain regular contact with target media.
8. Conduct relevant market research to monitor trends and identify those predisposed to Parrsboro Creative's programs;
9. Promote positive support with the local artist community
10. Assist the board in its work with other stakeholders, such as various levels of government, government agencies, and non-artistic business supporters;
11. Work with the volunteer Board and committees to maintain Parrsboro Creative's philosophy, mission and vision.

Qualifications

1. The executive director will possess leadership skills, knowledge and experience in managing not-for profit organization including administration, skills in design and execution of marketing programs and skills in communications and public relations activities;
2. Demonstrate depth of knowledge and experience of working within arts and culture community.
3. Ability to work collaboratively with others in a creative manner;
4. Demonstrated capability of writing press releases, making presentations and communicating with partners, sponsors, members and the general public;
5. Strong oral and written communications skills;
6. Comprehensive understanding of modern office technology and its application to efficient office procedure.
7. Willingness to travel for meetings and events as required; and
8. Strong creative, strategic use of social media and internet based marketing, capability in word processing and data base management,-