



JOB DESCRIPTION

EXECUTIVE DIRECTOR
REDLANDS SYMPHONY ASSOCIATION

REDLANDS, CA

COOK SILVERMAN SEARCH

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ABOUT REDLANDS SYMPHONY ASSOCIATION

Founded in 1950, the Redlands Symphony Association (RSA) is a professional performing arts organization. The organization produces a traditional concert season and performs in community performances throughout Southern California, including the Redlands Bowl summer music festival. The Symphony is an American Federation of Musicians (AMF) orchestra and operates under a collective bargaining agreement with AMF Local 47 in Los Angeles. As part of its mission to "inspire and educate", the RSA provides programs throughout the year designed to provide access to live performances and music education to community youth.

Since 2016 the Orchestra has been led by Music Director and Conductor Ransom Wilson. Maestro Wilson studied at Juilliard School in New York and is on the faculty of the Yale School of Music. As a renowned flutist, Ransom has performed with many distinguished musicians and often invites them to play with the Redlands Symphony. Maestro Wilson favors innovative programming and a more relaxed concert style in order to appeal to a broader audience, which has contributed to increased ticket sales and attendance. Since his arrival, he has sought out opportunities to commission new works for the orchestra. To date the orchestra has commissioned an overture from composer Sean Friar, and a large work for chorus and orchestra from Lilya Ugay. Additionally, in 2018, the orchestra participated with five other organizations—including the Chamber Music Society of Lincoln Center—in the commissioning of a new work from Grammy and Pulitzer winning composer John Luther Adams, entitled *there is no one, not even the wind*.

The Redlands Symphony has an operating budget of approximately one million dollars with a reserve of \$500,000 and an endowment of \$1,250,000. The University of Redlands provides the orchestra with in-kind support in numerous ways including the use of the 1200 seat Memorial Chapel, rehearsal space and use of their event center for the Symphony's Gala Event. In return the Symphony provides opportunity for outstanding students at the School of Music to gain experience playing symphonic concerts with some of the region's finest artists.

Community

Surrounded by the San Bernardino Mountains, Redlands is located 60 miles east of Los Angeles and 45 miles west of the Coachella Valley and Palm Springs, California. With more than 70,000 residents the city is known for its Victorian and historical architecture, orange groves, Lincoln Memorial Shrine, University of Redlands, The Redlands Bowl, Kimberly House and Gardens, Museum of Redlands and the culturally vibrant Redland Symphony. Incorporated in 1888, Redlands derived its name from the color of the area's adobe soil. Located in an ideal climate for citrus production, Redlands soon began calling itself the Navel Orange Capital of the World. Redlands is home to the University of Redlands, an independent liberal arts and sciences university, consistently ranked among the, best universities in the nation by U.S. NEWS & WORLD REPORT. The university serves a select student body of 4000 through its three primary academic programs: residential College of Arts & Sciences, School of Business and School of Education. A part of the College of Arts & Sciences, the School of Music offers a conservatory approach in a liberal arts setting.

POSITION OVERVIEW

The Redlands Symphony Association seeks an Executive Director who can provide the leadership needed for the organization to meet its mission of being a valuable community resource, presenting programs that inspire and educate, and building on its stable financial foundation to assure sustainability. The Executive Director will report to the Board of Directors through its chairperson. The Executive Director will be responsible for the management of all human and financial resources. The Executive Director will work collaboratively to support the artistic vision of the Music Director and will provide the guidance and information needed to enable the Board of Directors to adopt progressive, sound, and practical plans for the continued evolution of the RSA.

For more information, please visit www.redlandssymphony.com/

REPORTING RELATIONSHIPS

The Executive Director reports to the Board of Directors and manages an administrative staff of two full-time employees and one part-time employee. The Executive Director will provide support and guidance to the Music Director.

PRIMARY RESPONSIBILITIES

Revenue

- Develops strategies and programs that will motivate donors and subscribers to support the RSA to maximize earned and contributed revenues of the Redlands Symphony.
- Acts as the lead fundraiser who mobilizes staff and volunteers in fundraising activities, including the annual fund drive, corporate sponsorships, special events, endowment campaigns, developing a planned giving program, and personally identifying and cultivating donor relationships.
- Creates and implements innovative marketing strategies designed to attract and retain new audiences and subscribers to achieve maximum season and single ticket sales.
- Oversees the grant program including working with the RSA grant writer to prepare and submit grant applications and reports to foundations, corporations, and government agencies.
- Evaluates and implements potential new revenue generating opportunities.
- Acts as the lead spokesperson in collaboration with the Music Director and Board President and maintains effective communications and public relations with the press, donors, funders, community groups, and volunteers.

Business management

- Provides day-to-day oversight for the administrative staff of the RSA to assure that they are properly focused and led to achieve the expected business results.
- Directs the business management of the RSA and is responsible to assure adherence to its annual operating budget.
- Establishes and implements short-term operational and long-range strategic business plans to ensure the financial stability of the Symphony.
- Collaborates with the Music Director in the development and implementation of concert and educational programs, balancing artistic qualities with marketability and financial resources.
- Mentors and manages the Symphony's staff; encourages and empowers staff to perform at their highest ability; evaluates and holds staff accountable.
- In conjunction with Music Director, oversees all hiring, negotiations, and engagement of guest artists.

- In coordination with the orchestra personnel manager, maintains and facilitates relationship with musicians' local union, coordinates negotiations and participates as part of the negotiation team.
- Directs volunteers as necessary to help ensure the success of their activities.

Governance and Financial Management

- Provides support to best utilize the talents and resources of the Board, recruits new members, and works closely with the Board to ensure strong fiscal health and effective governance of the organization.
- Prepares the annual budget in coordination with the Finance Committee and ensures that the projections are consistent with the strategic goals of RSA.
- Is responsible for monitoring and reporting to the finance committee budget compliance relative to both revenues and expenditures.
- Participates in the investment policies and practices of RSA and works with the outside investment manager to assure that the funds entrusted to the organization by its donors are appropriately monitored and managed according to the wishes of the donors.
- Reviews the monthly financial statement prepared by RSA's accounting firm for accuracy and ensures that an audit or review is completed annually in satisfaction of the needs of granting organizations.

Other duties as required.

QUALIFICATIONS

Required

- Five or more years of senior management experience in a non-profit organization
- Bachelor's degree required (master's degree preferred), or equivalent experience
- Excellent written and verbal communication skills
- Strong strategic and financial planning skills
- Ability to lead and make decisions during periods of uncertainty (i.e. pandemics, etc.)
- Proven track record of working with a culturally diverse population of patrons, community leaders, board members, volunteers, and staff
- Strong diplomacy skills – ability to work respectfully and closely in a partnership manner with various colleagues and entities
- Experience with raising funds from private sources including individuals, foundations, corporations, and working knowledge of planned giving techniques and vehicles, highly valued
- Experience with and knowledge of institutional image-building, marketing, and external relations, including the skills needed to move initiatives forward in each of these areas
- Entrepreneurial spirit and demonstrated ability to “think outside of the box” in response to changing demographics and trends in the industry
- Ability to identify opportunities for and develop lasting strategic partnerships
- Ability to give direction and guidance and enforce policies and regulations
- Commitment to and passion for the mission of the Redlands Symphony Association

Desired

- Knowledge of classical music repertoire
- Experience working with a performing arts organization, or an organization that markets and sells

tickets

- General knowledge and experience working with unions
- Proven negotiation skills
- Community-minded including evidence of commitment to participate in events in Redlands community

All Redland Symphony Employees are fully vaccinated and boosted.

SALARY OR SALARY RANGE

The salary range for this position is \$90,000 to \$120,000 plus negotiable benefits.

To demonstrate our commitment to equity and equal pay for all, Cook Silverman Search will continue to post salary ranges on all of its job descriptions moving forward. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

TO APPLY

To apply for this position, or for additional information on the opportunity, please send a copy of your resume with a cover letter to Victoria Silverman at apply@cooksilverman.com.

All applications and inquiries will receive a response and be kept strictly confidential.

Redlands Symphony Association is an Equal Opportunity Employer.

Redlands Symphony Association Equity Statement

The Redlands Symphony Association's (RSA) equity goal is to serve our mission of providing exceptional classical symphonic music programs that entertain and educate, while creating an artistic community that promotes equity, diversity, fairness, and equal access for everyone. The RSA does now and always has abhorred discrimination of any kind. By our policies and our programs, we strive to reflect the broad multicultural tradition of all who live in Redlands and our surrounding community.

We consider ourselves to be responsible stewards of a precious artistic form. In that role, we believe it is our duty to present classical symphonic music in a range of options including the concert hall, the classroom and in the broader community. While we respect the importance and value of all musical forms, we are dedicated to the classical repertoire. All our programming shall emanate from this commitment. As we pursue musical artists, organizational leadership – both volunteer and professional – and provide opportunities for people to make and experience classical music, we are committed to treating all people in an equitable manner.

We understand that the successful creation of a sustainable equity-based, democratic community, requires intentional decisions that reflect these values and an ongoing effort to avoid creating barriers that distract from this commitment. To this end, RSA's leadership agrees to periodically review the current status of the organization's promise to pursue this path and make adjustments when necessary.

Approved by the RSA Board – December 16, 2020