



## **Position Description (December 2024)**

### **Salisbury Symphony Orchestra (SSO) Executive Director**

#### **General Job Description**

The Executive Director (ED) serves as the chief administrator and financial manager for the Salisbury Symphony Orchestra and its related activities and programs. This person is responsible for strategic planning, operational efficiencies of our programs and staff, and serves as the main point-person for fundraising, marketing, and development of donor relationships. The Executive Director and Music Director both report directly to the President of the Board of Directors.

#### **Job Responsibilities and Expectations**

##### **Administration, Leadership and Strategic Planning:**

- Work in conjunction with the SSO Music Director (MD), the Board, and the orchestra musicians' committee to fulfill the organization's mission.
- Effective and positive administration of all SSO operations, programs, and staff including hybrid solutions.
- Attend all board meetings, and committee meetings as requested.
- Collaborate with the MD on matters of overall artistic philosophy, musical programming, and long-range planning. The MD is responsible for the artistic direction for the orchestra and oversees artistic staff such as the Personnel Manager and Orchestra Librarian.
- Actively research, develop, and propose strategies to ensure the organization's financial and artistic health.
- Serves as negotiator and contracting agent with certain essential external constituencies such as guest artists/conductors, foundations, and government funding agencies.
- Establish, implement and periodically review employment and administrative policies, procedures, and operation manuals for all functions in the day-to-day operation of the nonprofit. Conduct annual staff and contractor evaluations in coordination with the MD and President of the Board.

##### **Fundraising and Budget:**

- In conjunction with the Board and MD, develop an annual budget and fundraising plan with achievable goals. Work to ensure the consistent future growth and expansion of the organization by generating new revenue streams and improving financial results.
- Responsible for fiscal integrity of the SSO. Provides input in conjunction with the Treasurer and the Finance Committee for proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization in a timely fashion.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.

## **Public Relations, Marketing, and Communication:**

- Serve as the chief SSO spokesperson to prompt the organization's constituents, media, and the general public.
- Actively work to promote and increase the visibility of the organization by being active and visible in the community and by working closely with other professional, civic and private organizations.
- Oversee development and implementation of annual marketing plan, including social media, email, print, press releases and other means to maximize attendance and revenue.
- Conduct audience and market research as needed; develop strategies based on survey analyses.
- Establish and/or expand relationships with individuals and organizations of influence, including: patrons, donors, sponsors, partner agencies, corporate resources, and volunteers for the purposes of strategically enhancing the SSO's Mission.
- Communicate effectively and regularly with the Music Director and Board, and provide in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.

## **Concert Production:**

- Work in tandem with the MD to create an annual master plan for orchestra operations, including rehearsal schedules, concerts and development in cooperation with other area symphony orchestras and other local event producers. Direct the implementation of the master plan.
- Coordinate concert program advertising sales.
- Prepare and arrange for the printing of concert programs and tickets/vouchers.
- Arrange and contract for concert venues.
- Obtain required equipment, licenses, and permits for performances.
- Arrange setup and transportation of equipment for performances.
- Organize and coordinate ticket sales operations.
- Ensure that rehearsals and concerts have adequate support staff.
- Arrange transportation and lodging for guest artists.
- Attend concerts and attend or ensure appropriate staffing at rehearsals.

\*Other duties as assigned by the Board of Directors.

## **Minimum qualifications:**

- Bachelor's degree from an accredited university/college.
- At least two to five years of leadership and management experience with an orchestra, performing arts organization, or other non-profit organization.
- Experience or training in fundraising and development including working with grants, individual and corporate donors, events, etc.
- Demonstrated communication, organizational, and managerial skills.
- Strong financial management experience and reporting skills.
- Excellent marketing and social media skills.
- Ability to work independently as well as with a team.
- Experience and skill in working with a Board of Directors
- Familiarity with symphony orchestras and a love for classical music.
- Basic office skills (word processing, spreadsheets, presentations). Experience with software tools such as financial management, grants, fundraising records, etc. is a plus.

## **Preferred skills and qualifications:**

- Bachelor's and/or Master's degree(s) in arts administration, business, public administration, marketing, public relations, communications, or other related field(s).
- Experience in a senior management position, preferably with one or more nonprofit arts organization(s).
- Entrepreneurial and forward-thinking mindset with an innovative approach to growing the organization.
- Demonstrated knowledge of current trends and resources in the arts and arts administration.
- Experience with professional orchestras as an administrator or musician.
- Demonstrated enthusiasm for working with others, developing relationships, and promoting the Salisbury Symphony Orchestra.

## **About The Orchestra**

Now, more than fifty years after our founding, the Salisbury Symphony is a professional per-service orchestra ranging from thirty to ninety musicians. The SSO is a 501(c)(3) organization governed by a Board of Directors and has 1 full-time (this position) and 2 part-time staff plus contracted staff (education director, youth orchestra director, personnel manager, librarian, and production staff. The Symphony currently performs twelve programs each year:

- Five Orchestra Series concerts.
- Five Serenade Series concerts.
- A Nutcracker Ballet performance in December.
- An annual "Pops at the Post" outdoor performance.

One of the Salisbury Symphony's primary purposes is providing symphonic music-related cultural and educational experiences to the area's school-age children. The Symphony's current education programs are as follows:

- An After-School Strings program.
- A youth orchestra.
- An Orchestra Series concert featuring local high-school players and school choruses.
- A partnership with the North Carolina Symphony to perform an annual education concert for 5<sup>th</sup> graders.

## **Music Director**

The SSO enthusiastically appointed Daniel Wiley in June 2024 as its next Music Director beginning in the 2024-2025 season. Daniel Wiley has quickly become a notable young conductor on the rise, having made appearances with the Cincinnati Symphony, Cincinnati Ballet, Kansas City Symphony, Nashville Symphony, Calgary Philharmonic, Toledo Symphony, Orchestra Iowa & Quad City Ballet, Salisbury Symphony, Windsor Symphony Orchestra, Windsor Abridged Opera, London Symphonia, Boise Philharmonic, Abilene Philharmonic, Denali ChamberOrchestra, Meridian Symphony, Equilibrium Ensemble, and the University of North Florida Opera. Daniel currently holds posts as the Assistant Conductor with the Cincinnati Symphony and Kansas City Symphony, and is the Music Director of the Salisbury Symphony in North Carolina. Daniel has also held posts as the Assistant Conductor of the Jacksonville Symphony, Music Director of the Jacksonville

Symphony Youth Orchestras, Associate Conductor of the Windsor Symphony Orchestra, Music Director of the Windsor Symphony Youth Orchestras, Music Director of the Windsor Symphony Community Orchestra, Visiting Professor and Wind Ensemble Conductor at the School of Creative Arts at the University of Windsor, Education Conductor/Consultant for London Symphonia, Conductor for the Windsor Abridged Opera Company, Music Director of Texas Academy of Mathematics and Science Youth Orchestra, and Assistant Conductor for the Meridian Symphony Orchestra.

**Salisbury, NC**

The City of Salisbury has a population of 36,000 and is unusual for a city its size in its support of a local symphony, community theaters, and visual arts center. Private colleges with rich histories of their own, including Catawba, Livingstone, Rowan-Cabarrus Community, and Hood Theological Seminary have added to the intellectual climate.

Downtown Salisbury is amid a revitalization project that has been much aided by the recently opened Bell Tower Green Park which serves as the new home for the Symphony’s Pops at the Post performance. The city is located centrally among the larger metro areas of Charlotte, Winston-Salem, and Greensboro, all of which are about 45 miles from Salisbury. Our community is home to several growing industries, yet it maintains an affordable cost of living and cultural identity when compared to the nearby metro regions.

Salisbury serves as the primary cultural center of Rowan County offering a thriving downtown district with a classic Main Street America feel. Visitors enjoy touring historic sites, viewing unique public art, discovering one-of-a-kind gifts at local shops, and dining at original restaurants.

**Compensation and benefits:**

Full time exempt with \$50,000-\$60,000 anticipated salary range commensurate with experience. Up to \$3,000 contribution to health benefits. Hybrid with significant presence in the community required. Comparable but ‘alternative’ position structure within this budget would be considered (i.e. .75 FTE Executive Director plus separately contracted grant specialist or other. Other arrangements considered.)

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**Application Deadline: January 31, 2025**

To Apply: Send cover letter and resume as pdf attachments to:  
**Executive Search Committee, [SSOExecutiveSearch@gmail.com](mailto:SSOExecutiveSearch@gmail.com)**