



## **MAJOR GOALS AND RESPONSIBILITIES:**

The Frauenthal Center, downtown Muskegon, is seeking a **Managing Director** to provide leadership, planning and execution across all aspects of operating the Frauenthal Center and to focus on creating a lively and thriving Center offering a diversity of programs that attract a wide range of participants and attendees. The Managing Director will provide consistent achievement of the Frauenthal Center's mission and financial objectives. This position has responsibility for developing donor support for the Center, as well as strategic planning and goal-setting, developing and managing the budget, and day-to-day operations.

Diversity and inclusion are important values of the Frauenthal Center and we are committed to striving for a diverse workforce, made up of staff that represents the community we serve. The FC Managing Director will report to the President/CEO for the Community Foundation for Muskegon County.

To learn more about the Frauenthal Center, visit [www.frauenthal.org](http://www.frauenthal.org).

## **ESSENTIAL ACTIVITIES:**

- Represent the Frauenthal Center by attending various meetings and events related to arts and cultural programs to raise awareness of the Frauenthal's offerings. (Chamber events etc.)
- Plan, direct and implement a comprehensive development program that generates individual donor, corporate and foundation support for the Frauenthal Center.
- Maintain current relationships with existing promoter clients while also cultivating new event opportunities.
- Develop and execute bookings and sales strategies to secure performances at the Frauenthal Center.
- Negotiate and execute rental contracts with promoters, agents and businesses to increase activity and revenue at the Frauenthal Center.
- Marketing and communication efforts to position the Frauenthal Center as a group, meeting, event and leisure destination.
- Set strategic direction for the Frauenthal Center digital marketing, website, advertising, visitor services, publications and public relations efforts.
- Produce effective advertising, print, and promotional materials to market upcoming events in the Frauenthal Center and plan, implement and evaluate marketing, public relations, publications, and group marketing activities in support of Frauenthal events.
- Develop all aspects of public out-reach to increase sponsorship exposure and support the strategic marketing initiatives of the Frauenthal Center.
- Promote arts participation in the community, which may include visiting schools, colleges, community centers and youth clubs to encourage the public to engage in professionally-led artistic activities.
- Make recommendations concerning program implementation and possible improvements
- Prepare the Frauenthal Center's budget and analyze and justify operating and capital expenditures.
- Prepare and present budget requests (Begin work with Frauenthal Staff in August of each year- Budget due September 30)

- Oversee, direct and evaluate the performance of employees of Frauenthal Center: Specifically: Box Office Staff, Technical Dept. Facility Rental, Maintenance Dept. and Building Staff.
- Oversee the facility usage in accordance with prescribed operating, health and safety standards, regulations, and guidelines.
- Develop departmental policies and procedures, short and long-term objectives and plans for facility and program development
- Other duties as assigned

### **EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Bachelor's degree in relevant area of study
- At least three years' experience in theater management
- Demonstrated success in securing grants and annual gifts from foundations, corporations and individuals
- Demonstrated success in meeting fund development goals
- Demonstrated experience in managing people and budgets
- Excellent written/oral communication skills
- Computer literacy and competency with electronic donor tracking systems

### **TO APPLY:**

Please send a cover letter and resume to Lurinda Aley at [laley@cffmc.org](mailto:laley@cffmc.org) by September 15, 2017.

## **Frauenthal Center Vision and Mission Statements**

### **Frauenthal Center Vision Statement**

Frauenthal Center's vision is to be our region's dynamic, historic center for community enrichment that inspires public engagement, sparks economic vitality and reflects the community we serve.

### **Frauenthal Theater Mission Statement**

The Frauenthal Theater's mission is to engage the entire community through a diverse range of arts and entertainment experiences in an impressive, historic setting.

### **Beardsley Theater Mission Statement**

The Beardsley Theater's mission is to provide community members with opportunities for creative expression and learning in a contemporary, intimate performance space.

### **Ballroom Mission Statement**

The Ballroom's mission is to host public and private events that invite the community to gather, socialize and celebrate in the historic center of Muskegon's downtown.

### **Western Avenue Properties Mission Statement**

Western Avenue Properties' mission is to provide office space in the historic heart of downtown Muskegon.

### **Reception Gallery Mission Statement**

The Reception Gallery's mission is to showcase artwork from community artists and provide a unique venue for events.

