Position Title: Director  
Position Classification: Exempt  
Approved By: Chief Executive Officer, Market Lubbock, Inc.

REPORTING RELATIONSHIPS

Position Reports To: Chief Executive Officer, Market Lubbock, Inc.  
Positions Supervised: None

POSITION PURPOSE

Responsible for the advancement of the overall success and sustainability of the Lubbock Cultural Arts Foundation through developing relationships, cultivating donors and growing private and public resources. Establish strategic priorities that align with the needs of the Lubbock arts community, stakeholders and the community it serves. Serve as the chief spokesperson by clearly articulating the mission, vision, and values that guide the growth, public image, and increased brand awareness of the Lubbock art community, both regionally and statewide. Be an aspirational public leader at the forefront of local initiatives that strengthen the vibrancy of the cultural arts community within Lubbock.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. Marketing
   a) Promote and market all Lubbock cultural arts programs.
   b) Maintain a working knowledge of how to creatively market arts programming through social media, websites, and other channels.
   c) Communicate about programs and resources with the Lubbock arts community.
   d) Obtain and manage a TX Music Friendly Community Certification.
   e) Obtain and manage a TX Film Friendly Community Certification.
f) Promote cultural tourism initiatives by establishing Lubbock as a statewide and nationwide destination for arts, culture and entertainment.

2. Fundraising
   a) Formulate and direct all major fundraising initiatives and regularly interact with major gift prospects and donors.
   b) Seek out and initiate all funding opportunities available to the arts community.
   c) Advocate local arts policy and funding by developing and maintaining productive relationships with local, state, and federal public and private agencies that financially support the arts.
   d) Work towards endowment creation and growth.
   e) Lead fundraising for annual operating expenses through donor identification, cultivation and implementation of an Annual Giving program.
   f) Identify and qualify new donor prospects, annual and major.
   g) Build relationships with individuals, small businesses, and corporations
   h) Implement funding programs

3. Public Visibility and Advocacy
   a) Initiate conversations about ways in which the arts positively impact the economy, quality of life and lifelong learning and success.
   b) Represent Lubbock Cultural Arts Foundation by participating on local and regional boards, committees, and commissions.
   c) Serve as the primary spokesperson for Lubbock Cultural Arts Foundation regarding statements to the media, government partner institutions, institutional vision, and collaborative agreement announcements
   d) Cultivate relationships by attending and hosting stakeholders at various evening and weekend community events
   e) Serve as a liaison to the community when attending meetings, special events, and all other public engagements.

4. Advocate for the Lubbock arts community at the local, state and federal level.

5. Market public art projects in the Lubbock Cultural Arts District and Downtown.

6. Maintain a public arts and events calendar.


8. Perform other duties as assigned.
PERFORMANCE MEASUREMENTS

1. Marketing research efforts are professional, accurate and promptly completed.
2. Organizational websites are accurate, maintained and professional at all times.
3. Communicate effectively with others.
4. Administrative support functions are completed effectively and efficiently.
5. Department functions are conducted in accordance with established procedures and policies.
6. All department records are current, accurate and organized.
7. Arrives to work punctually and effectively uses time to complete assigned projects within the time frame specified.
8. Develops a positive working relationship with others within the office.
9. Maintains a high degree of integrity when making decisions that involve the use of charitable funds.

QUALIFICATIONS

Education/Certification: Bachelor’s degree in non-profit or arts administration, business management or similar field

Experience Required: Minimum of Three to Five (3-5) years of related executive management experience leading a non-profit organization or arts/cultural related organization

Required Knowledge, Skills and Abilities:

- Knowledge of current trends and themes in cultural arts, public art, music, creative placemaking and place keeping and their role in the health and vitality of cities
- An understanding of the needs of artists and art organizations to grow and thrive in Lubbock
- An understanding of the role arts and culture play in the economic health of a city
- Experience implementing and executing a successful capital campaign.
o Demonstrated experience in fundraising and as a visible leader in community engagement and public advocacy
o Experience managing a budget
o Proficiency with Microsoft Office products, QuickBooks and donor development software
o Self-starter and ability to work unsupervised
o Sense of urgency and calm performance under deadline pressure
o Multi-tasking and ability to shift tasks as priorities change
o Good communication and organization skills
o Familiarity with the local area
o Teamwork and positive office partnership skills
o Valid Driver’s License and pass background and credit checks

Intent and Function of Job Descriptions

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

________________________________________    ___________________________
Signature of Employee                                Date

________________________________________    ___________________________
Signature of CEO or Representative                   Date