

WESTMINSTER

Chorale

Role of the Westminster Chorale Artistic/Executive Director

Artistic/Executive Director

The artistic/executive director provides the artistic vision of the Westminster Chorale and is responsible for the leadership and direction of every aspect of the performances and organization of the chorus. The artistic director reports to the board of directors and works in conjunction and in consultation with all committees.

Overall

- Provides overall artistic leadership and direction to the chorus
- Selects and evaluates chorus and orchestra members annually
- Supervises all artistic aspects in the choice of repertoire and selection of venues
- Selects all soloists, ensembles, and instrumentalists
- Supervises all rehearsals and concerts, both self-produced and run-outs
- Writes program notes for each concert
- Prepares scores for chorus, orchestra, and soloists
- Produces concert program books with the marketing committee
- Solicits run-out concerts from presenters

Board Relations

Presents monthly reports to the executive committee and the full board regarding the status of the artistic programs and projects

- Participates in fundraising activities
- Offers prompt and thoughtful responses to requests for information.
- Assists in identifying potential new board members
- Assists the president in developing agendas for the executive committee and board meetings
- Attends all meetings of the executive committee and full board
- With the board, evaluates progress toward goals on a regular basis

Public Relations

- Serves as an official spokesperson for the organization to the media, government agencies, corporate community, foundations, funders, and the school community
- Participates in community activities that further the name recognition of the chorus
- Participates in musical and professional organizations locally, nationally, and internationally
- Collaborates with management in developing marketing campaigns and publicity for the chorus
- Develops an ongoing relationship with arts peers in the community

Financial Management

- Develops annually a comprehensive artistic plan that provides the basis for the annual budget
- Provides data for the annual budget and variance analysis for presentation to board
- Collaborates in the preparation of grant applications
- Works closely with the treasurer on budget preparation and approval, monthly projections, and anticipation of potential problems

Development and Fundraising

Assists the board in developing and executing a comprehensive strategy of financial development and support:

- Secures concert sponsorships for upcoming seasons
- Identifies grant opportunities and collaborates in the preparation of grant applications

Marketing

Assists the board in developing and implementing a comprehensive strategy to market the chorus, its affiliated groups, and their programs, throughout their market area:

- Assists in the development and implementation of the marketing plan, including press releases, advertising, calendar listings, brochures/postcards, and public service announcements
- Participates in the implementation of each concert's marketing plan, and monitors its progress

Staffing

Trains, and supervises support staff as needed/approved to achieve the organization's goals and objectives:

- Maintains job descriptions for all approved positions
- Monitors performance against objectives, taking corrective action as needed