

# Hot Springs Area Cultural Alliance (HSACA) Festival and Programming Coordinator

## Contracted Position Job Description

The Festival and Programming Coordinator is the key management leader for Arts & The Park, an annual event of the Hot Springs Area Cultural Alliance (HSACA). Arts & The Park is a ten-day celebration of the arts that showcases local and statewide artists which includes an outdoor juried exhibition and festival, gallery walk, studio tours, and numerous community-partnered events. The Festival and Programming Coordinator is responsible for overseeing the administration of Arts & The Park and HSACA programming events throughout the year. Other key duties include fundraising, marketing, and community outreach for Arts & The Park. The position reports directly to the Executive Director.

### GENERAL RESPONSIBILITIES

1) **Board Governance:** Works with board in order to fulfill the organization mission; to *celebrate*, *advocate*, and *promote* the Arts and Culture of Hot Springs, Arkansas.

- Responsible for communicating effectively with the Board and attending Board meetings and preparing festival and programming reports.

2) **Financial Performance and Viability:** Develops resources sufficient to ensure the financial health of the festival and additional programming.

- Responsible for fundraising and developing other revenues necessary to support festival and programming.
- Responsible for the fiscal integrity of Arts & The Park, to include submission to the Board of a proposed festival and programming budget, and coordinating with the organization Treasurer to produce monthly financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management that generally anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the festival and programming in a positive financial position.

3) **Organization Mission and Strategy:** Works with Board to ensure that the mission is fulfilled through programs, strategic planning, and community outreach.

- Responsible for implementation of HSACA's programs that carry out the organization's mission.
- Responsible for the enhancement of HSACA's image by being active and visible in the community and by working closely with other professional, civic, and private organizations.

4) **Organization Operations:** Oversees and implements appropriate resources to ensure that the operations of the organization are fulfilled efficiently and smoothly.

### **Actual Job Responsibilities**

1. Report to and work closely with the Executive Director and Board of Directors to enhance fundraising and to increase the overall visibility of HSACA.
2. Responsible for effective administration and coordination of Arts & The Park operations.
3. Supervise and collaborate with committees and volunteers.
4. Planning and implementation of festival and programming budget.
5. Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance HSACA's Mission.
6. Engage in fundraising, corporate sponsorship attainment, grant writing, and developing other revenues.
7. Oversee marketing (including but not limited to newspaper and magazine press releases, social media marketing, and website) and other communications efforts.
8. Oversee festival and programming committee meetings.
9. The ability to work flexible hours which may include evenings and weekends.
10. Other duties as assigned.

### **Professional Qualifications Needed**

- Transparent and high integrity leadership.
- Nonprofit management or festival planning experience a plus.
- Experience and skill in working with a Board of Directors.
- Ability to effectively communicate the organization's mission to donors, volunteers and the overall community.
- Demonstrated ability to coordinate and collaborate with Board and volunteers.
- A history of successfully generating new revenue streams and improving financial results.
- Active fundraising experience. Excellent donor relations skills and understanding of the funding community.
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies, and volunteers.
- Solid organizational abilities, including planning, delegating, program development, and task facilitation.

- Strong financial management skills, including budget preparation, analysis, decision making, and reporting.
- Strong written and oral communication skills.
- Strong public speaking ability.
- Strong work ethic with a high degree of energy.