



EXECUTIVE DIRECTOR
NORRIS CENTER FOR THE PERFORMING ARTS
ROLLING HILLS ESTATES, CALIFORNIA

ORGANIZATION

The Norris Center for the Performing Arts (Norris Center) was built in 1983 by a visionary group of individuals who formed the Community Association of the Peninsula (CAP). Local residents contributed the bulk of construction costs for the Theatre, supplemented by businesses and corporations. The most notable of the Theatre's early and continuing contributors is the Kenneth T. & Eileen L. Norris Foundation, after whom the Center is named. The Norris Theatre is a 450-seat, state of the art facility that has become the cornerstone of the performing arts on the Palos Verdes Peninsula, bringing leading entertainers and performing artists to the region and reinforcing these efforts with high-quality educational outreach programs for children and adults. The Norris Pavilion is a flexible, multi-purpose facility that houses staff offices as well as being the headquarters of the Negri Learning Center, and a source of rental revenue that helps support the other artistic activities.

The Norris Center's mission is to provide a performing arts center which enriches the South Bay community of Los Angeles by fostering the performing arts through professional performances, community use for cultural activities and the provision of educational and outreach programs. In the 2007-2008, the Norris Center had four 20-show runs, presented twelve 14-show music events and four 2-show jazz productions. The adjacent Norris Pavilion is a regional event and meeting center that has approximately 100 events per year.

The Norris Center's education program at the Negri Learning Center promotes the creative growth of individuals through the study of the performing arts. The Center is dedicated to offering quality performance arts education experiences for pre-school students to senior citizens with 150 classes annually, 2 summer productions, 2 winter productions, and over 1,000 students. Highly trained professionals foster excellence in each discipline offered. The Negri Learning Center focuses on training and education in esthetics and practical performance skills. In addition to a regular schedule of classes including tap, jazz, acting, and musical theater performance, part of this education comes through student participation in full-scale productions led by a professional creative team. Students get insight into the value of teamwork, discipline, and commitment in addition to gaining confidence in singing, dancing and acting.

The Norris Center has a 20-member Board of Directors and a 14-member administrative/artistic staff. It has a \$2.1 million operating budget of which 67% comes from earned revenue and 33 from contributions.

COMMUNITY

Palos Verdes is often used to refer to a group of coastal cities on the Palos Verdes Peninsula in the Los Angeles/South Bay area of California. This affluent bedroom community is known for its dramatic views, good schools, and extensive horse trails. Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills, and Rolling Hills Estates are the predominant cities in the area, with a part of San Pedro protruding on the eastern end of the peninsula. The area is home to several golf courses and country clubs, and the South Coast Botanic Garden. On the coast is the location of the former Marineland of the Pacific, an aquatic theme park. There is a lighthouse on Point Vicente, and Point Vicente Park is a popular spot for watching the migration of gray whales to and from their breeding lagoon in Baja California. There is also a lighthouse at Point Fermin in San Pedro.

The Palos Verdes Peninsula Unified School District has one of the highest rated API scores in California, and has one of the highest average SAT scores and one of the highest percentage of students successfully completing the Advanced Placement exams in the county. There are two high schools, Palos Verdes Peninsula High School (formerly called Rolling Hills High School) and Palos Verdes High School (the latter located just a half block from the Pacific Ocean). Marymount College, a co-ed Roman Catholic two-year college is located in Rancho Palos Verdes. A private K-12 school, Chadwick School, is also located here. Rolling Hills Preparatory School, a private 6-12 school, is also located on The Peninsula. Rolling Hills Country Day School, adjacent to the Botanic Garden, offers a private K-8 education. The Peninsula is served by the Palos Verdes Library District which operates the Peninsula Center, Miraleste, and Malaga Cove Libraries. The Palos Verdes Peninsula is frequented by runners, hikers, horseback riders, bird watchers, surfers, scuba divers, and bicyclists. Source: www.wikipedia.org

POSITION SUMMARY

Reporting to the Board of Directors, the Executive Director will be charged with leading an effective, comprehensive, and integrated management of the Norris Center as it moves into the next phase of its journey. The Executive Director will be the organization's chief spokesperson with the Norris Center's mission, vision and values as a guide in representing it to many constituencies, both internal and external, throughout the community. The scope of responsibility will include fund development, long-range planning, audience development, artistic and programmatic administration in conjunction with the Artistic Director, external and community relations, and the overall operational, financial and administrative management of the Center.

The Executive Director will be a relationship builder who maintains a high professional profile and is able to cultivate financial resources personally while educating, engaging, and energizing the Board of Directors in their role as fundraisers, policymakers, and community ambassadors. The Executive Director maintains an atmosphere where collaboration, consensus building, open communication and stakeholder participation encourage creativity, flexibility, stability, and the achievement of the Center's overall cultural, social, community, and institutional goals. This will require an experienced leader with superior interpersonal skills, compassion, verbal and written presentation abilities, team building and overall management expertise.

TRAITS AND CHARACTERISTICS

The selected individual will have a well-rounded set of competencies that sets him or her apart from others in the field as a results-oriented leader with the ability to set, pursue, and reach goals with a can-do attitude. Leading candidates will establish goals that are relevant, realistic and attainable and will identify and implement required plans and set milestones to achieve specific goals. Additionally, the Executive Director will possess the following abilities:

- *Self Management* – Independently pursues objectives in an organized and efficient manner, prioritizes activities, maintains level of activity without direct supervision and minimizes disruptions to complete high quality work on time.
- *Diplomacy and Tact* – The ability to treat others fairly regardless of personal biases or beliefs in dealing with numerous stakeholders.
- *Accountability for Self and Others* – A measure of the capacity to be responsible for personal actions while also overseeing and accepting the charge of guiding others.
- *Planning and Organization* –The ability to establish a process for activities that lead to the implementation of systems, procedures, and desired outcomes.
- *Leading Others* –Motivates and gains commitment from others to achieve desired results. Analyzes others' opinions and leads them to understand and willingly accept desired alternatives and strategic direction.

PRIMARY RESPONSIBILITIES

Management and Operations

- Oversee all day-to-day operations of the Norris Center to ensure patrons and other community members have a first-class experience any time they interact with the Norris Center or its staff.
- Direct and manage all aspects of the operations of the Norris Center, including produced and presented professional productions, education and outreach programs, fundraising, marketing, and community uses.
- Supervise and integrate all departments of the Norris Center, including box office, theater and Pavilion rentals, education, programming, technical production, facilities maintenance and management and all Norris Center staff.
- Manage all aspects of the facilities – the Theater, Pavilion and all additional space utilized for education and other purposes – including maintenance, improvements and capital projects.
- Interview, hire and mentor staff, assign work, and provide performance appraisals on a regular basis.
- Oversee all administrative and production planning support for theatrical productions, including input into programming and theater schedule in cooperation with Board and Artistic Director.
- Maintain an organization with the highest ethical standards.

Development, Marketing, and External Relations

- Serve as the public “face” of the Norris Center at various community events and represent the Norris Center in a manner that enhances its reputation and standing in the community, with a goal of allowing the Norris Center to provide greater service to the community.
- Guide the creation of a comprehensive development program and assume a leading and active role in fundraising in consultation and cooperation with the Board.
- Effectively cultivate and maintain strong relationships with individual, corporate, foundation, and government funders locally and develop comprehensive plans that maximize contributed income.
- Develop marketing and public relations programs that achieve earned income goals from subscription and single ticket sales while enhancing brand awareness.
- Work with all members of the community, develop appropriate strategic partnerships, and seek to include members of the community’s various multicultural groups and people of all ages.
- Interact with, and stay abreast of developments in, the regional performing arts community.
- Work with marketing staff to develop promotions for Norris Center productions (professional and education department shows) as well as Theater and Pavilion rentals.
- Coordinate with all city, county and regional governments and agencies as needed.

Strategy, Finance, and Governance

- Maintain sound financial management practices including developing an annual budget and business plan for presentation to the Board providing financial reports to the Board on a regular and timely basis.
- Guide, direct and support the Board in their duties in fundraising, governance, and as community ambassadors.
- Provide concise, relevant and timely information to the Board so that it can fulfill its policy and decision making responsibilities.
- Identify, cultivate, and assist in recruitment of Board members whose skills, experience, financial connections, diversity, and capacity meet the needs of the Norris Center,
- Review and provide input into performing arts contracts relating to technical, box office, hospitality, front of house and ticketing services.

EXPERIENCE

Strong supervisory and management skills and ability to work with a variety of constituencies, including an active and engaged Board of Directors. Enthusiasm for the performing arts and experience in non-profit administration with high level of leadership and fiscal management skills. Demonstrated success in securing contributed revenue from multiple sources while maximizing earned revenue opportunities. Strong written and verbal communication skills with the ability to effectively interact with Board, staff, donors, patrons, volunteers, and community in a positive and cooperative manner. Proficiency with standard computer programs and electronic communication tools. Exemplary public relations, negotiating, project management and planning skills

QUALIFICATIONS

Qualified applicants must have a bachelor's degree with a master's degree strongly preferred. A minimum of 5-7 years of related senior management experience with a successful track record in best business practices, preferably in the arts and culture field. Knowledge of computers and related Microsoft software applications, email and internet programs, as well as general knowledge of patron relationship management tools.

COMPENSATION AND BENEFITS

Very competitive salary and benefits, including medical, dental, life insurance, vacation, sick leave, holidays, and participation in a tax-advantaged retirement plan.

APPLICATIONS AND INQUIRIES

Send letter and resume with demonstrable accomplishments to:

Mr. Bruce D. Thibodeau, President

Arts Consulting Group, Inc.

1601 Hi Point Street

Los Angeles, CA 90035-4503

Tel (323) 936.0626

Fax (323) 936.1196

E-mail norriscenter@artsconsulting.com

The Norris Center for the Performing Arts is an Equal Opportunity Employer.