JOB DESCRIPTION

POSITION TITLE: Director of College Relations for Music Organizations

REPORTS TO: Vice President for Enrollment and College Relations

PRIMARY FUNCTION:
The Director of College Relations for Music Organizations directs and promotes the creative, innovative and entrepreneurial direction of the music organizations, St. Olaf Records, the Christmas Festival, activities and initiatives. She/he serves as a senior member of the Enrollment and College Relations division and is a very public and visible face and voice of the music department and its ensembles.

AREAS OF RESPONSIBILITY:

1. Strategy and Planning
   - Develop and implement an annual master plan supporting the educational, financial and public relations objectives of the college’s music organizations. Assist in the development, implementation, and monitoring of music organizations’ artistic objectives and ensure they are in alignment with the goals of the Music department.
   - Develop creative and innovative ideas for tours, special concerts, recordings, radio and television broadcasts and merchandise sales promoting the name, image and reputation of St. Olaf College and its music organizations.
   - Develop and advance the relationships and aspirations individuals and organizations have with the St. Olaf music tradition regionally, nationally and internationally.
   - Oversee administrative and personnel planning and initiate/oversee long-range calendar planning in conjunction with the music department.

2. External Relations
   - Play an active leadership role building relationships with the college’s constituents at the regional, national and international level to enhance the college’s cultural, political, educational, and religious ties and commitments. Engage and develop volunteers to meet the cultural, artistic and financial goals of the college.
   - Work collaboratively with the Advancement division to pursue and strengthen philanthropic relations and activities.
   - Work collaboratively with the Enrollment division to develop and support appropriate admissions outreach initiatives around the country.

3. Music Operations, Finance and Administration
   - Develop and implement a long range master plan for concerts and performances, domestic and international tours, special events, and regional, national and international broadcasts.
• In consultation with the music department and conductors, seek out new opportunities for performances around the country.

• Negotiate and execute concert hall leases and rent other concert space as required. Provide logistical direction for regional, national and international tours.

• Prepare annual operating budgets and long range forecasts. Monitor revenues and authorize expenditures in accordance with approved budgets. Prepare updated projections based on actual income and expense activity. Review and approve monthly financial statements.

• Ensure the accuracy of music organizations accounts and endowed funds and compliance with endowment and spending guidelines.

• Maintain legal and contractual documents according to college requirements, policies and procedures. Work with music organizations intellectual property rights attorney to address and resolve legal issues of compliance.

• Supervise administrative staff, evaluate staff performance annually, and maintain personnel files. Prepare and revise job descriptions and employment policies.

4. Marketing and Promotion
• Develop and provide strategic direction for a marketing plan utilizing advertising, publicity and pricing strategies and policies to achieve maximum attendance and revenue objectives.

• Conduct audience and market research to develop strategies that bring St. Olaf Music Organizations to more people around the world.

• Oversee the development and production of all ensemble marketing materials, ensuring the quality, consistency, and accuracy of all communications in accordance with the college’s brand identity and graphic/design standards.

• Develop and maintain relationships with media contacts to advance feature stories in print, web-based and broadcast media about the music organization’s tours and special events.

• Provide leadership and vision to St. Olaf Records to advance the college’s fiscal objectives, including music organizations recording and other auxiliary enterprises, the Christmas Festival, bookstore products, concerts tours, and special events.

• Promote the image and branding of the college and its music program including music organizations through recordings, videos, and other means.

CONTACTS:
Students, Alumni, Regents, Donors, Volunteers, President, Faculty, Staff and outside vendors
SUPERVISORY RESPONSIBILITIES:

Directly supervises the Music Organizations department, currently organized as follows:
1. Assistant Director for Marketing and Promotion
2. Assistant Manager of Music Organizations
3. Assistant to Music Organizations and Business Account Manager
4. Performance Librarian and Mechanical Rights Administrator
5. Administrative Assistant

QUALIFICATIONS:
- Bachelor's Degree (strong music background a plus).
- Demonstrated ability to work collaboratively.
- 10+ years prior management experience in an educational or professional arts organization.
- Experience with contracts and negotiation.
- Superior oral and written communication and organizational skills.
- Possess personal qualities of leadership and collaboration skills in a complex organization.

KNOWLEDGE, SKILLS AND ABILITIES:
- Creative, enthusiastic, and entrepreneurial with a high level of energy and initiative.
- High degree of flexibility, adaptability and general ability to respond to emerging opportunities in a constantly changing environment.
- Superior interpersonal, organizational and communication skills with a keen sense of detail, precision and hospitality.
- Excellent communication skills (writing, conflict management, presentation, interpersonal).
- Ability to initiate and implement projects with teams and work independently and collaboratively.
- Strong sense of initiative and self-direction.
- A commitment to quality teamwork and building relationships with a wide range of individuals.
- A positive attitude, sense of humor, a strong customer service orientation.
- Ability to function well in an atmosphere that promotes teamwork as well as initiative and independence.
- Experience in digital and social media management, public relations, design and print production, and website development.
- Strong commitment to using technology to enhance transparency and efficiency.

PREREQUISITES: Criminal background check

PHYSICAL DEMANDS: Extensive travel required

WORKING ENVIRONMENT: Typical office environment

WORK SCHEDULE: FTE: 1.0
Term: 12 month position
Shift: Campus office hours: 8 a.m. to 5 p.m. Monday - Friday; evening and weekend hours are required for special events and travel.

APPROVAL/DATE: Michael Kyle, November 2014