



JOB TITLE: General Manager

FULL TIME, CONTRACT: Approximately 1750-2000 hours per year

SALARY RANGE: \$44,000 - \$52,000 per year DOE

REPORTS TO: Board of Directors

BOARD & EXECUTIVE SUPPORT

- Attend all board meetings; provide monthly staff reports
- Assist the Board President with meeting agendas and retreat planning
- Sit as a non-voting member on committees; support agendas, minutes, and annual reviews of committee structures
- Recommend and assist with the formation of subcommittees as needed
- Assist with recruitment, training, evaluation, and recognition of board members to strengthen leadership
- Collaborate on drafting the annual budget and generate an annual report
- Ensure bylaws, policies, and administrative, legal, and financial systems are appropriate and well-maintained

DEVELOPMENT & FUNDRAISING

- Manage and grow partnerships, donations, and corporate sponsorships to support financial sustainability
- Cultivate relationships with businesses, regional civic groups, and other communities to enhance VSA's visibility and engagement
- Lead fundraising activities, including donor stewardship, ad sales oversight, grant writing support, and in-kind agreements
- Design and implement ambassador training and education for musicians, board members, and volunteers to promote VSA initiatives
- Act as the public face of VSA at events, meetings, and community functions to enhance reputation and outreach

COMMUNICATIONS & MARKETING

- Lead marketing campaigns and event promotions across social media, website, print, and radio
- Develop season brochures, concert posters, annual reports, and other publications
- Oversee press release drafting, media outreach, and audience communication
- Collaborate with Artistic Director on concert theme and programming saleability to ensure alignment with audience interests
- Manage consistent branding, messaging, and promotional materials, and manage a graphic designer/marketing coordinator as needed

ADMINISTRATION & OPERATIONS

- Manage administrative emails, phone communications, Google Workspace, digital archives, ticketing systems, and box office
- Support hiring and management of additional staff and volunteers in collaboration with the board and other staff
- Ensure consistent internal documentation, historical records, and media archives are maintained

ORGANIZATIONAL LEADERSHIP

- Promote a positive volunteer culture by building partnerships with local schools and community organizations
- Uphold professional, mission-aligned representation of the VSA in all interactions
- Stay current on best practices in arts administration and recommend innovations to the board
- Perform other duties as assigned to support the growth and welfare of VSA

Application Procedure: Send resume and cover letter to info@ValleySymphony.net