



Opportunity Profile Executive Director

Fringe Theatre Adventures (FTA)

Vision

FTA is a community recognized for theatre evolution

Mission

FTA is dedicated to the creation of theatre that challenges and celebrates the cultural fabric of our communities, and provides a home for developing new and emerging artists, audiences and forums.

Mandate

To present the Edmonton International Fringe Theatre Festival, a Fringe Theatre season and operate and manage the TransAlta Arts Barns by means of a balanced work environment, strong Board Governance and sound fiscal management.

Background

Fringe Theatre Adventures, previously known as *Chinook Theatre* began life as a Theatre for Young Audiences (TYA) touring company. In 1982, fueled by the Edmonton SummerFest initiative, the first ever *Edmonton International Fringe Theatre Festival* was produced. Modeled on the concept of the Edinburgh Festival Fringe, the Edmonton Fringe Festival was the first of its kind in Canada and remains to this day, 30 years later, North America's oldest and largest unjuried and uncensored theatre festival.

In order to secure long-term venues for the Festival and provide a permanent home for its Theatre for Young Audiences programming, Fringe Theatre Adventures entered into a long-term lease with the City of Edmonton to operate the *Old Strathcona Bus Barns* as a theatre space. The company moved across the road from its original home in the *Chinook Theatre* (now the Varscona Theatre) and began to convert the former bus garage into a suitable place for art to grow and develop.

In 1995, *Chinook Theatre* became Fringe Theatre Adventures and in 1998 the organization decided to embark on a campaign to fully redevelop the Arts Barns. That same year TYA programming was redesigned to include in-house productions at the *Arts Barns* and introduce the general public to the work of *Fringe Theatre for Young People*.

Alongside the TYA series, the *Fringe Theatre School* opened in 1998, and in 1999, the *Imagine* training program for teens launched its first season as a summer theatre camp for teens, attracting talented aspiring actors, musicians and technicians from across Alberta and Western Canada.

After a successful \$9 million fundraising campaign, launched in 2000, to which all three



levels of government contributed along with many corporations and individuals, *Fringe Theatre Adventures* was ready to redevelop the *Arts Barns*. Following a fast-paced ten-month construction period, the company returned to its new home, the TransAlta Arts Barns, just in time for the 2003 *Edmonton International Fringe Theatre Festival*

The *TransAlta Arts Barns* houses two fully equipped theatre spaces, the *Westbury Theatre* and the *PCL Theatre*, two rehearsal spaces, a lobby, a professional Boardroom, workshop spaces for set and costume construction, storage space and administrative offices for its staff.

In 2008, a major internal shift occurred related to the operations of the Fringe Festival. Varscona Theatre opted out of being an uncured Fringe venue and became a self-determined BYOV (Bring Your Own Venue). This began a new organic move to multiple programmed BYOV in “found venues” resulting in the local theatre community ensuring they were part of the festival.

Most BYOVs are located within walking distance of the main Fringe site. Recently there has been an ever expanding number throughout Edmonton. It is interesting to note that the increased number of independent venues (BYOV) brings the Edmonton Fringe Festival ever closer to the Edinburgh Festival model that has only BYOV venues.

In 2009, the Edmonton Fringe Festival was recognized by *Industry Canada* as one of Canada’s major tourist events and as such, was one of ten events across Canada who received the new Marquee Tourism Event Program grant. The 2011 festival broke all previous attendance records with a final indoor theatre attendance of over 104,000.

The *TransAlta Arts Barns* is now realizing steady growth and is becoming the community centre it was meant to be, with over 100 clients, NFP and commercial, renting throughout the year. A city-owned building, renovated, maintained and operated by FTA, it continues to be the home for FTA, our main presentation theatre and the heart of the summer festival.

Fringe Theatre Adventures Society continues to be focused on careful planned growth, assessing the risks and taking advantage of new opportunities as they present themselves if appropriate; always looking to enhance its leadership role in the community and, always at the forefront, continue to fulfill its mandate of developing new and emerging artists, audiences and forums and providing a home for theatre.

Current Strategic Focus

1. Strengthen internal processes and structure to ensure Fringe Theatre Adventures’ sustainability and potential for future growth
2. Deliver a single, integrated brand experience across all Fringe Theatre Adventure programs and initiatives.
3. Maximize the utilization of Fringe Theatre Adventures assets across all programs and initiatives.



The Position

The Executive Director is responsible to the Board of Directors for the effective business and program leadership of Fringe Theatre Adventures and for implementation of policies and plans approved by the Board with specific focus on delivering on the vision regarding revenue generation, public image and programming excellence. Keys to success will be successful, ongoing stewardship of FTA while maximizing the revenue generating capabilities of the festival, the facility and overall fundraising initiatives.

Responsibilities

Fund Development

- Build an effective, pro-active fund development team.
- Ensure that government funding sources are effectively networked to optimize revenues.
- Ensure that fundraising programs and projects are sufficient to meet financial requirements and are developed annually for review and approval by the Board of Directors through the Community Resource Development committee.
- Develop, and present to the Board for approval, effective programs and strategies to enhance private contributions throughout the city and province.
- Develop and present to the Board for approval, effective strategies to enhance attendance at the Festival and Arts at the Barns performances, facility bookings, and any other activities to develop further revenue.
- Develop and maintain liaison with sponsors, donors and fundraising groups.

External Relations

- Advise the Board of Directors on matters relating to the FTA image within the overall community including the artistic community.
- Increase the profile of the Festival locally, provincially and nationally.
- Help interpret Board of Director's policies and decisions to the community; along with the Board Chair, serve as official spokesperson in matters relating to the FTA.
- Work to develop good relationships between FTA and all levels of government and other funding agencies, as well as all other fringe festivals, theatre companies, artists and related centers of artistic achievement.

Programs

- Work with the Program Director to ensure that programming reflects the mission and mandate of FTA, and further ensure that these programs meet the objectives established by the Board of Directors.
- Work to ensure that a high level of quality and cost-effectiveness is maintained in the delivery of services.



Interaction with Board of Directors

- Work with the Board Chair and the Board to ensure the effective function of the Board of Directors.
- In consultation with the Board Chair, prepare agendas and supporting documentation for Board meetings.
- Assist with the establishment and operation of committees to assist the Board of Directors in its activities.
- Provide regular and current reports to the Board on financial and other matters; keep the Board informed of any actions which may have an effect on the FTA.
- Attend meetings of the Board of Directors and Board Committees in an advisory capacity as ex-officio member.
- Assist the Board of Directors to develop policy.
- Ensure the maintenance of a current and permanent record of Board policies.
- Participate with the Board of Directors in developing long range plans and objectives.
- Participate with the Board each year in setting specific objectives within the context of long range plans.
- Develop a concise and effective orientation program for Board members which include such items as separation of responsibilities between Board and administration and ensure that this orientation program is updated appropriately and is available to all members of the Board.

Financial Management

- Develop and present budgets and cash flow projections to the Finance Committee of the Board of Directors for review prior to presentation to the full Board.
- Ensure effective financial control; monitor expenditures in relation to budget and to actual income and demonstrate a clear understanding of the implications of financial decisions to respond to board questions.
- Ensure that sound accounting and IT practices are in place.
- Provide the Finance Committee and the Board of Directors with timely and relevant financial statements.
- At the direction of the Board, ensure management of capital in accordance with approved policy.
- At the direction of the Board, ensure that funds held in trust are managed according to the terms set out in the trust.
- Conduct an annual review of suppliers of services such as accounting, banking and insurance.

Operations Management

- Conduct periodic assessments of the building to ensure that appropriate standards of maintenance and repair are maintained.



Human Resources

- Employ staff necessary to carry out the objectives approved by the Board of Directors.
- Interpret Board policy to staff.
- Work with staff in setting appropriate goals for their activities and provide to them feedback and full disclosure of FTA plans and objectives.
- Ensure appropriate job descriptions are in place for all staff.
- Ensure provision of effective staff training and development.
- Work to ensure harmonious and effective staff relations and open inter-departmental communication
- Recommend human resources policies to the Board of Directors.
- Recommend a salary and benefits budget to the Board of Directors.

Legal/Ethical

- Ensure that the FTA is managed in accordance with all legal requirements and within the organizations Bylaws.
- Ensure that the FTA is managed in an ethical manner and complies with the guidelines set out by the Canadian Association of Fringe Festivals.

The Person

Education:

- A minimum of a Bachelor's Degree in a relevant discipline.
- Clearly identifiable, and hopefully formal, credentials in non-profit arts and cultural management and business matters such as marketing, fund development, planning and finance.
- A demonstrated interest in further his/her education through their career.

Experience:

- A minimum of 10 years experience in increasingly responsible management positions to include demonstrated ability in large scale event management, fund raising, marketing, public relations and strategic leadership.
- Theatre experience is desirable.
- Knowledge of running a business with clear passion for, and comfort with, the focus on fund development.



Prime Skills and Attributes

Leadership Skills – A person of vision with proven ability to engage people in that vision. A developer, a mentor and positive role model to colleagues, who can work well both independently and within a team. Someone who can demonstrate sound judgment in a strategic sense.

Track Record – A solid record of achievement in prior executive leadership positions; proven ability to change and promote new ways of enhancing the FTA; proven ability to pick up and understand the issues of the community, artists and of artistic/business issues.

Marketing and Communication – Knowledge of marketing and public relations with the arts community, business, government, potential donors, sponsors and volunteers. Strong presentation and writing skills with the proven ability to articulate the objectives of the organization to all stakeholders.

Program Leadership – Knowledge of fringe festival guidelines, audiences, theatre programming and production; recognizing the need to present a balance between different types of programs. The ability to work collaboratively with other team members and the artistic community regarding programming.

Professionalism – Strong participative management approach, possessing impeccable integrity and high values and ethics; openly communicative and inclusive with all members of staff.

Financial Management – Clear understanding of revenue streams and the need for sound fiscal control in budgeting and spending.

Compensation

The compensation will include a competitive base salary and benefits package to be discussed at a formal interview.

Contact and Submission

All questions and inquiries should be directed in writing to the Board of Directors of Fringe Theatre Adventures, via e-mail at board@fringetheatre.ca.

Submissions via e-mail are preferred.

This opportunity will be closed at 4:30 PM MST on February 23rd, 2012.