

Job Documentation
General Manager
A Gift of Art - Member Run Gallery

Reporting to the Chair of the Board of Directors, the General Manager will administer a community-based, not-for-profit creative arts centre in Newcastle, Ontario. As a registered charity, the 'A Gift of Art' offers arts education programs to children and adults, assists with community needs for local youth, markets the work of local artists and promotes creative community engagement through a variety of events and activities.

Main duties include:

1. Planning and administration

- prepare and present annual and long range plans for Board Approval
- implement and evaluate plans, report progress to board and relevant volunteers
- prepare and present financial statements and program reports
- coordinate meetings of the board of directors and annual general meeting, draft agendas, prepare and distribute minutes and act as secretary to the Board
- confer with the personnel committee of the board to develop ongoing plans and administration activities

2. Financial management

- oversee preparation of annual budgets, regular variance statements and annual audit
- develop and execute long range financial planning and sustainability strategy
- recommend cash flow strategies and provide vision for overall financial health of the gallery and programs, guide long-range fiscal planning to ensure continuity and solvency
- plan and report on staffing activities and expenditures on a regular basis
- work with external bookkeeper to maintain general oversight and insure accuracy of records, including A/R, A/P, inventory, etc.
- maintain accuracy of accounting systems, providing checks and balances in consultation with outside accounting firm e.g. fixed asset ledger

3. Fundraising and development

- research public and private grant opportunities and sources
- apply for and administer grant funds, implement and evaluate according to guidelines
- maintain records and generate reports according to funder stipulations
- include fundraising and grant writing activities in annual and long-range planning
- support volunteer and community fundraising activities, including planning and evaluation
- administer receipts and maintain records of donations according to standard guidelines
- research, plan and initiate projects to support fundraising objectives, raise awareness and profile for the gallery and/or increase community engagement and involvement
- update current fundraising strategies, including sponsorships, donors, other revenue sources and space rentals
- analyze physical plant operations to maximize revenue potential

4. Human resource management

- recruit, contract and supervise program and project staff, and other support personnel as required
- recruit and support volunteers, where appropriate, to conduct gallery tours, activities and other programs
- recruit and supervise interns and students to fulfill staffing, research and other program or project requirements where appropriate
- train, evaluate staff and volunteers as needed, document and coordinate activities for budgetary and reporting purposes
- communicate plans and programs to staff and volunteers on an ongoing basis
- update management and reporting systems as required by regulation

5. Project management - current annual events

- plan and oversee annual volunteer and/or fundraising events that include, but are not limited to:
 - **major events:**
 - Summer Art Show
 - Christmas Art Show
 - **community events:**
 - Newcastle Christmas Parade
 - Fall Festival
 - Mayor's Gala for the Arts
 - Annual Golf Tournament
 - Canada Day

6. Marketing and public relations

- manage and expand advertising opportunities in local media
- maintain a list of contacts and record activities
- increase press contact
- supervise a program to update and maintain the website, ensuring it includes current and reliable contact information for programs and services
- organize volunteers, board or other speakers for media activities as required
- co-ordinate design of content, production and distribution of all marketing and promotion materials, including posters, programs, flyers, mail outs, brochures, etc.
- improve support from local service clubs and community groups
- maintain meaningful and productive interactions with the Municipality and appropriate committees, such as the Clarington Board of Trade, Tourism and Marketing Board, the Business Improvement Association (BIA) and Chamber of Commerce as well as local businesses Ontario Power Generation, RONA and Sunspace who provide ongoing support

7. Community engagement and outreach

- increase the profile of the gallery, its artists and programs in the community at large
- arrange regular gallery tours, openings and public presentations
- increase distribution of the gallery newsletter, including digital circulation where possible
- continue working with local groups like the horticultural society and 4H, etc.
- maintain working relations with groups like the OPG to provide artists for Tuesdays on the Trail and other activities
- promote good connections with groups like the mentally challenged adults support group at the Firehall and the Clarington Project
- invite new artists to participate in shows and exhibitions, provide visiting artists and activities for seniors' residences