POSITION DESCRIPTION

Position Title: Executive Director
Date of Last Update: November 2021

Institutional Mission
SPARK’s Mission is to enrich the lives of young learners in the Rochester area by creating shared, interactive experiences that engage people of all ages in the joy of play, the power of learning, and a sense of community.

Position Summary
The Executive Director is the leader of SPARK. This position is responsible for representing the museum to the larger community and developing relationships that benefit the overall development and growth of the museum. This position also acts as the operational and administrative lead for SPARK. Responsibilities include but are not limited to developing priorities and annual objectives, budget development and management, relationship building and fundraising, personnel supervision, and oversight of the visitor experience and facility management.

Supervision Summary
This position directly or indirectly supervises all of SPARK’s operational and administrative staff and volunteers.

Major Job Accountabilities

Leadership

- Ensure a productive and positive working environment at SPARK with responsibility for recruitment, hiring, training, and evaluation of all SPARK staff and volunteers. Lead SPARK staff through modeling organizational values of play, include, grow, strive, and serve.

- Ensure a productive and engaged Board of Directors (Board) to achieve priorities and objectives. Work with the Board chair(s) and Executive Committee to set meeting agendas, prepare meeting materials, and document meeting minutes. Assist the Board in recruiting and onboarding new members.

- Develop and implement short-term operational and long-term strategic planning goals.

Relationship Management

- Work in partnership with the Board and SPARK development staff to develop and implement annual and long-term fundraising goals, events, and campaigns.

- Communicate enthusiastically and effectively with various stakeholders including funders, donors, partners, and Board members.

- Act as SPARK’s chief spokesperson and communicator in public relations, to promote visibility, general support and a positive image of SPARK in the community.
Operational Direction and Oversight

- Manage all aspects of SPARK’s operations ensuring consistent quality visitor experience.
  - Ensure effective practices in place for safety, security, and cleanliness of facility
  - Oversee new exhibit development and ensure proper maintenance and management of exhibits
  - Develop and implement operating policies as needed
  - Develop and implement personnel policies in partnership with Executive Committee

- Oversee the management of all SPARK programs and projects with a strategic view of driving attendance, building awareness, and increasing playful learning.
  - Work in conjunction with Marketing and Programming Coordinator, in the development and implementation of long and short-term marketing strategies and plans including membership, events, public relations, promotions and sales
  - Ensure SPARK’s programs, both on and off-site, are of a consistent high quality and reflect SPARK’s learning philosophy, vision, and focus areas.

- Supervise and direct financial activities of SPARK, including cash, inventory, gifts, associated records and documentation.
  - Develop and implement SPARK financial policies in coordination with executive committee
  - Develop and monitor SPARK’s operating budget
  - Supervise staff and procedures to ensure proper cash handling, banking and accounting for admissions and sales
  - Manage vendor and contracted service relationships and oversee their work
  - Ensure SPARK’s sound fiscal policies and practices are followed
  - Maintain working relationship with banking partner and server as co-signer on the account

Knowledge, Skills and Abilities Required

1. Ability to inspire, lead and manage staff and volunteers in a creative and motivating environment.

2. Highly organized, ability to manage a wide variety of concurrent activities.

3. An ability to build relationships and engage a diversity of community stakeholders, including donors, board members and partners and staff.

4. Excellent communication skills, including public speaking and written communications, which share the museum’s vision.

5. Ability to develop and implement short- and long-term goals.

6. Ability to analyze facts, use sound judgment and arrive at valid conclusions.

7. Solid financial management experience.

8. Calm and effective in response to crisis or difficult situations.
Minimum Qualifications

1. Bachelor's degree required.
2. Demonstrated record of outstanding leadership in a management position for 3 to 5 years.
3. Financial experience required, including developing and managing budgets and reporting on financial results.
4. Museum or nonprofit organizational experience preferred.
5. Fundraising experience preferred.

Core Competencies

1. **Results Orientation**- ability to focus on important issues only, regularly refocuses on results, and demonstrates a drive to exceed performance targets
2. **Project Management**- undertakes complex scoping, planning and integration of people and resources, manages risk and plans for multiple contingencies, manages, and measures multiple activities
3. **Strategic Thinking**- takes the long-term view, evaluates alignment, and identifies opportunities, and takes into account the wider operating environment
4. **Directing People**- delegates effectively, monitors work results and quality, interprets vision and goals in a relevant manner for subordinates
5. **Relationship Management**- ability to initiate and grow mutually beneficial relationships, actively develops networks, and manages potentially difficult relationships
6. **Customer Service**- advocates for customers internally, acts in good faith to meet customers’ expectations and grows beneficial relationships

Employee Signature ___________________________ Date__________

Board Chair Signature ___________________________ Date__________