**Job Profile**: Artistic Director **Date:** April 21, 2021

A lot has changed in the performing arts industry and the world since this profile was developed. Like many theatres in the country, Persephone has been impacted by the Black Lives Matter movement and the subsequent calls for radical change. Our current times call for immediate and pivotal change. If we wait to get everything right, we won't act soon enough. So, although most of the base functions of this position remain unchanged, this profile is currently being reviewed for revision in light of our current realities. Please read it with this in mind. (red font denotes revisions)

**Primary purpose:** Artistic Leadership (AL) provides direction of the Theatre's artistic staff and programming. The AL ensures that Persephone Theatre (PT) achieves its approved artistic objectives within the constraints of established principles, policies, and budget.

**Nature of the work:** Reporting directly to the Board of Directors (Board) the AL will work in close partnership with the General Manager (GM) to provide leadership that ensures a successful operation that reflects PT's Mandate, Vision, and Values. The AL is responsible to achieve PT's strategic and operational goals in the areas of:

- Artistic Leadership
- Relationship Building
- Administrative Leadership
- Human Resources
- Marketing and Public Relations

PT is a not-for-profit theatre and a successful AL must work effectively with a wide variety of people in various capacities (e.g., General Manager, colleagues, employees, Board members, government, artists, patrons, media, actors, directors, technicians, and volunteers) to help the theatre thrive and grow.

**Key accountabilities:**

**Artistic Leadership** – develop and deliver a clear artistic vision that considers the perspectives of artists, audiences, and other members of the Saskatoon community; act equitably and genuinely to be inclusive of those who have not traditionally been involved.

**Relationship Building** –build strong and authentic connections with artists, audiences, staff, volunteers, community members, funders, donors, and Board members.

**Administrative Leadership** – deliver on an artistic vision in partnership with the General Manager, and in balance with the overall health of the Theatre

**Human Resources** – be generous with their knowledge, their time, and with the resources of the theatre; oversee the work of staff and artists under their direction in a collaborative manner that fosters teamwork on the stage, in the community, and in the hallways.

**Marketing and Public Relations** – to promote the image of the Theatre with the public and theatre community

**Tasks and duties:**

**Artistic Leadership**

- Foster and encourage growth and development of artistic practice within the Theatre;
- Implement and evaluate artistic goals, objectives and strategies;
- Liaise with artistic personnel regarding show concepts, and production progress; attend all major production meetings;
- Oversee the search for, and development of, new scripts;
- Contribute artistically as required by personally directing, designing, writing or acting in an event and/or serving as a mentor to artistic personnel;
- Research areas relevant to the Theatre and to the theatre arts in general; and
- Further personal professional development by attending relevant productions, workshops, classes, meetings and conferences.

**Relationship Building**

- Foster and develop a healthy relationship with the staff and artistic community characterised by transparency and clear communication;
- Engage and include racialized and marginalized communities who have previously felt excluded or unwelcome at the theatre;
- Have a strong knowledge of the theatre's role and responsibility on Treaty 6 Territory and the traditional homeland of the Métis;
- Develop stakeholders' investment in the theatre; and
- Engage patrons in a meaningful way on an ongoing basis;

**Administrative Leadership**

- In partnership with the GM:
    - work to address financial risks, mitigation strategies, revenue growth and reserves, and operational shortfalls by either implementing solutions or making recommendations.
    - develop annual budgets including production budgets;
    - address the facility needs of the theatre;
    - prepare grant applications;
    - ensure that production-related expenditures adhere to budgets;
    - develop a multi-year strategy that links to the organization's Mission, Vision and Values;
- Coordinate annual production calendar with the GM and Senior Management;
- Implement Board policies and procedures;
- Attend Board meetings and meetings of Board Committees;
- Regularly evaluate achievement of goals, progress toward vision, artistic evaluation of productions and their processes; and
- Following receipt of the audit, collaborate with the GM to develop an annual report summarizing the previous season and distilled learnings.

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**Human Resources**

- Select artists, provide direction, and oversee the performance of artistic personnel;
- Hire, coach, mentor and develop staff to ensure the necessary resources are available and able to deliver on PT's vison, mission and strategic objectives;
- On-board new employees and provide effective performance feedback, training or development opportunities where appropriate to support employee job performance, and engagement; when necessary, with the assistance of the GM provide disciplinary action;
- Lead staff to meet PT's expectations for productivity, quality, and goal accomplishment, and when required provide trouble shooting to help employees remove obstacles to doing their jobs effectively;
- Provide regular and open communication to support the development and maintenance of a cohesive work environment across all departments (e.g., regular team meetings, being visible and accessible throughout the building); and
- Oversee direct reports in accordance with the PT's policies and procedures.

**Marketing and Public Relations**

- Work collaboratively with the GM to create and develop the Theatre's institutional and program identity and brand;
- Work together with the GM, to provide oversight and guidance to the Marketing department;
- Collaborate as required to ensure audience and community engagement;
- Work with the GM and the Board for the purpose of fundraising;
- Promote the Theatre with the media and other interest groups;
- Represent the Theatre with PACT, other outside groups and other provincial and municipal service organizations;
- Meet regularly with other theatre companies for mutual benefit; and
- Attend press conferences and interviews as required on behalf of the Theatre.

**Reporting Relationships:**

The AL reports directly to the Board of Directors and is responsible for overseeing Artistic staff and contractor positions. The AL shares oversight of the Theatre's senior staff with the GM.

Other key relationships include: All employees, patrons, members, volunteers, community members, Board members, agencies, arts community, donors, and sponsors, funders, national and international partners.

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