



EXECUTIVE DIRECTOR
www.guadalupeculturalarts.org

ORGANIZATION

The Guadalupe Cultural Arts Center (The Guadalupe or The Center), founded in 1981, is a multidisciplinary, nonprofit cultural arts organization established to preserve, develop, promote, and present the arts and culture of the Chicano, Latino, and Indigenous communities of the United States. Located on San Antonio's historic Westside, the physical plant of the Guadalupe Cultural Arts Center consists of an administrative building, the 400-seat Guadalupe Theater, the Cesar Chavez educational center, and a visual arts exhibition and instructional structure.

The Guadalupe developed from the Performance Artists Nucleus (PAN), which was formed in 1979 to unite the various Latino arts groups of San Antonio. The leadership of PAN determined that the organization needed a permanent facility located in one of San Antonio's Latino neighborhoods. They identified the historic Teatro Guadalupe, a movie theater and arts performance center that served San Antonio's Westside from 1940 until 1970, as an ideal site and persuaded the City of San Antonio to purchase the property and refurbish the theater for use as a cultural arts center.

The Guadalupe produces public and educational programming in six major areas: the visual arts, music, literature, media arts, theater, and dance. The Center places major emphasis on bicultural and bilingual programming. Over time its public programming has evolved to include major literature, film, music, theatre, and dance festivals as well as outstanding art exhibitions. The Guadalupe also offers a wide array of classes and workshops in all six areas, using Center personnel and local and national artists to staff its educational programs. Each year about 700 volunteers assist the center with its events and educational programs.

Significant operational funding for The Center is provided by the City of San Antonio. Its programs have been underwritten over the years by grants from funding entities such as the Ford Foundation, the Rockefeller Foundation, The National Endowment for the Arts, the Meadows Foundation, the Ewing Halsell Foundation, the Kronkowsky Foundation, the Texas Commission on the Arts, Humanities Texas, as well as by grants and/or gifts from numerous other foundations, corporations, and individuals. Membership fees and event and program revenue provide additional operating and program support. An endowment was established in 1986 with the help of a grant from the National Endowment for the Arts and was subsequently augmented by a grant from the Ford Foundation in 2002. The Guadalupe's endowment currently stands at approximately \$1.6 million.

The Guadalupe Cultural Arts Center currently has a staff of 14 and an eleven member Board of Directors. Its operating budget is \$1.3 million, of which 63% comes from contributed revenue, 13% from endowment earnings, and 24% from earned revenue.

COMMUNITY

San Antonio is a city that has played a pivotal role in the world and the history of North America. From Coahuiltecan beginnings to Spanish colonial rule to Texas independence and ultimately statehood, San Antonio draws from its history and intense cultural fusion — so much so, that the city once had street signs in three languages: Spanish, English, and German. San Antonio's fusion of cultures began 300 years ago when Spain staked its claim in the New World and sent missionaries to colonize the native people. What is now San Antonio was originally a Coahuiltecan Indian village. In 1718, Franciscan friars constructed a mission, San Antonio de Valero, to convert, educate, and serve as the economic core for the settlement. In 1731, Spain sent settlers from the Canary Islands to further establish their colonial presence and over the next few years built four more missions along the river. The mission of San Antonio de Valero, site of the battle of the Alamo, represents a central but contested feature of San Antonio and Texas history.

In 1845, Texas joined the union as the 28th state. German immigrants flooded the city, building up the King William area of town and making their homes in La Villita. They brought Northern European architecture and cuisine to this now multicultural city. After the civil war, the region's wealth came from the cattle industry, and San Antonio was the

starting point for the Chisholm Trail, which provided a cattle route from Texas to Kansas. Fort Sam Houston, now a significant army base, was also used as a training ground for Buffalo Soldiers. The twentieth century brought more military bases to San Antonio, with a strong Air Force presence. From its important role in Coahuiltecan and Spanish colonial history, in Mexican and Texas independence, and to its fusion of cultures, San Antonio is a truly unique and authentic destination. Residents and visitors explore indigenous rock art, the routes of the conquistadors, the settlements of the first missions, and The Alamo. San Antonio's heart is in its past, but its future is in its celebration of cultures.

San Antonio is one of the fastest-growing cities in the United States and the seventh largest with a population of just under 1.3 million. One of the American West's oldest cities, San Antonio's rich history surfaces in its architecture, neighborhoods, food, culture and traditions. Hundreds of hotels, restaurants, night spots and shops line the city's urban core including the magical River Walk below street level, embracing more than 21 million people that visit San Antonio each year. Sixty-eight miles of urban hike and bike trails and over 11,000 acres of urban parks, including the U.S.'s second oldest park, San Pedro Park, make San Antonio a vibrant community. With three hundred days of sunshine annually and an average temperature of 70 degrees, San Antonio is also one of the most affordable cities in America. One of the top 25 cities in the country for the arts, according to *American Style* magazine, *Travel Smart* magazine ranks San Antonio as one of the most culturally fascinating cities in the U.S.

POSITION SUMMARY

The Executive Director serves as the Chief Executive Officer of The Guadalupe and has oversight responsibility for all of The Center's functions, including its stability, visibility, and high standing in the cultural arts world. In conjunction with the Board of Directors the Executive Director sets policy and exercises supervisory responsibility over personnel, programming, public relations, facilities, and finances in order to assure The Center's wellbeing. The Executive Director is primarily responsible for 1) nurturing a compelling artistic and cultural environment where creative vision can flourish, 2) developing a revenue stream to support The Guadalupe's facilities, staff, and programs, 3) growing a membership base to underwrite The Center's activities, 4) assuring high quality, high-impact, and cost-effective programming, 5) building an outstanding administrative and professional staff, 6) creating a healthy and productive work environment, and 7) projecting a positive image of The Guadalupe to funders, artists, members, and the public at large.

TRAITS AND CHARACTERISTICS

The Center seeks a dynamic and inspirational leader who has a cultural and artistic vision consistent with the mission of The Center who has been deeply immersed in the Chicano community, particular its arts and culture, with sensitivity to related issues and concerns. The ideal candidate should be a decisive but diplomatic, focused yet flexible, resourceful and inspiring leader and should have outstanding problem-solving, communication, and teaming-building skills. The position calls for an individual who can think strategically, has sharp business acumen, makes effective use of time and resources, and is able to multi-task. S/he must value the significance The Guadalupe has for the community in which it is embedded and which it serves, and must be able to communicate effectively the cultural and educational mission of The Center. Above all the ideal Executive Director must have a creative vision pertaining to Chicano/Latino art and culture, as well as be creative with respect to identifying resources and bringing them to bear on the mission of The Guadalupe.

PRIMARY RESPONSIBILITIES

Leadership and Vision:

Take the lead in articulating The Guadalupe's artistic and cultural vision and in developing, staffing, giving visibility to, providing financial stability for, developing membership and audience for, and publicizing outstanding Center programming.

- ◆ Identify and recruit the best artistic talent possible; provide direction and resources for that talent to create, implement and sustain outstanding programming consistent with The Center's mission; provide administrative support for their efforts; assure that programming is widely publicized and that information reaches appropriate audiences, including funders.
- ◆ Identify key stakeholders (individuals, agencies, organizations, and institutions); Articulate key messages to promote The Guadalupe; develop strategies to deliver those messages to stakeholders; put in place public relations effort to maximize the visibility and brand image of The Guadalupe; institute processes for keeping stakeholders informed.

- ◆ Identify potential sources of funds and, with Board support, cultivate donors; develop strategies and processes for securing grants and raising funds; engage staff and Board members in development efforts; establish and maintain effective and continuing relations with donors.
- ◆ Identify potential membership and audience base; identify appropriate cultivation efforts to recruit new members; determine appropriate programming for audience; institute marketing program to increase membership and audience; develop processes for maintaining membership and audience.
- ◆ Identify the best and most appropriate strategies for giving The Guadalupe maximum visibility and standing in the local, regional, national and international arenas; with the Board's help, secure the financial and human resources to implement those strategies; become the primary voice of The Center in communicating its mission, goals, and accomplishments to the public; establish self as a major figure in the cultural arts world.

Board Relations:

Work closely with the Board of Directors to ensure the fiscal health and effective governance of the organization.

- ◆ Maintain continuous and effective communication with the Board; keep Board members informed on the fiscal health of the organization and on all matters that have a policy dimension or that might have a policy impact; develop agenda for Board meetings in collaboration with Board Chair and Executive Committee; keep Board members informed on Center activities, changes, events, personnel matters, publicity, and all financial and legal matters.
- ◆ Develop process for identifying and recruiting prospective Board members in conjunction with the Chair of the Nominating Committee; assist Executive Committee in developing an orientation process for new Board members in order to integrate them into the organization.
- ◆ Work with Executive Committee to involve all Board members in the governance of The Center and in promoting the wellbeing of the organization, including assuring that they are all contributors to The Guadalupe, that they take ownership of The Center and its programs, that they attend The Center's events and functions, and that they become ambassadors for The Guadalupe.
- ◆ Collaborate with the Executive Committee and Board Committee Chairs to assure that Board Committees have a clear understanding of their roles and the necessary information to carry out those responsibilities.

Financial Management:

Assure that The Center's financial resources are appropriately and effectively utilized and properly accounted for.

- ◆ Assume fiscal responsibility for the overall budget; monitor the financial situation of The Center and its programs; assure appropriate and necessary cash flow and the most effective use of fiscal resources; develop the necessary monitoring instruments and procedures to assure that all funds are properly used and accounted for and that reports to funding agencies are prompt and correct; provide Board with the most useful and appropriate forms of information to enable them to understand the financial status of The Guadalupe.

Community Engagement:

Enhance The Center's visibility, reach, reputation, and significance by engaging with all sectors of the San Antonio community, and in particular with the community it serves.

- ◆ Establish close working relationships with the leadership of San Antonio's Latino cultural arts and other community organizations; develop collaborative activities and projects with those organizations; implement partnerships on projects of mutual interest; cultivate the owners, personnel, and representatives of San Antonio's Latino media (newspapers, radio stations, and television stations) and promote their coverage of The Guadalupe's activities and events; connect with Latino elected and appointed officials and keep them apprised of The Guadalupe's status and its programming.
- ◆ Become a visible member of San Antonio's cultural arts community by attending artistic and cultural events sponsored by other entities, by attending meetings of the Office of Cultural Affairs of the City of San Antonio, and by advocating publicly for support of the arts and cultural arts organizations in all available forums; establish relationships with the leadership of San Antonio's cultural arts organizations.
- ◆ Cultivate relations with San Antonio's private, public and independent sector leaders, including small business owners and the officers of corporations; representatives of local media; owners of public relations companies; school and university administrators; elected and appointed public officials; and the officers of non-profit organizations; as well as with the members of the community surrounding The Guadalupe's facilities.

Administration and Planning:

Ensure appropriate short and long-range planning for and the proper management of all Center operations and program activities.

- ◆ Implement policies and programs authorized by the Board; execute all administrative functions of The Center; oversee proper maintenance of all Center facilities and equipment; provide guidance and direction to Center personnel in the execution of their duties and responsibilities; provide requisite training and appropriate support to Center personnel for carrying out their duties and responsibilities; hold Center personnel accountable for carrying out those duties and responsibilities; assure that all Center personnel actions, including hiring, dismissing, training, and evaluation, are conducted in accordance with The Center's policies and applicable employment laws; ensure that The Center's obligations to its staff, members, and funders are fully met.
- ◆ Develop and implement, in conjunction with the Board of Directors, short and long-range planning to assure that The Center is appropriately staffed, effectively managed, and properly financed, and that its mission and goals are being met; this planning should be comprehensive and should include, but not be limited to, all matters concerning governance, management, personnel, programming, financial support, audience, membership, facilities, and public relations.

QUALIFICATIONS

Qualified applicants must be able to articulate a compelling creative vision with respect to Chicana/o arts and cultural programming, be attracted by the opportunity to work in a bilingual/bicultural universe, have a verifiable history of involvement with the Chicana/o community and its organizations, and be demonstrably bicultural. S/he must possess a bachelor's degree and have held a leadership position in a not-for-profit cultural arts organization with significant experience in fundraising and development. The selected candidate will be a seasoned administrator, personnel supervisor, and financial manager, with excellent interpersonal skills, and possess computer abilities appropriate to the position. High level communication skills (oral and written) in English, and written and oral fluency in Spanish are required.

Preference will be given to candidates who have a master's degree in the arts, humanities, or in a related field with a minimum of five years of management experience in a not-for-profit agency or organization. The selected candidate will be knowledgeable about human resource policies, have demonstrated high-level leadership and fundraising, managerial, supervisory, financial, and human resource management experience, function successfully in a fast-paced environment with evolving conditions, and have a sophisticated understanding of the socio-economic and political environment in which cultural arts organizations operate.

COMPENSATION AND BENEFITS

Competitive salary and benefits, including medical, dental and vision insurance, pension, long-term disability insurance, life insurance, vacation, sick leave, and holidays.

APPLICATIONS AND INQUIRIES

Send letter and resume with demonstrable accomplishments to:

Mr. Bruce D. Thibodeau, President

Arts Consulting Group, Inc.

815-A Brazos Street, Suite 304

Austin, TX 78701-9996

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Guadalupe Cultural Arts Center is an Equal Opportunity Employer.