

WYOMING  
SYMPHONY  
O R C H E S T R A

---

CHRISTOPHER DRAGON  
MUSIC DIRECTOR

# Executive Director

Application Packet

AUGUST 23, 2022

225 S DAVID ST STE 1, CASPER, WY 82601

WYOMING  
SYMPHONY  
O R C H E S T R A  
CHRISTOPHER DRAGON  
MUSIC DIRECTOR

## Contents

Wyoming Symphony Orchestra .....	1
Mission .....	1
Location.....	1
Background .....	2
WSO Strategic Priorities.....	2
Success in the First 90 Days .....	3
Success at the One-Year Mark .....	3
Position Description .....	4
Compensation .....	8
Application Timeline and Process.....	8
Timeline.....	8
Process .....	8

## Wyoming Symphony Orchestra

The [Wyoming Symphony Orchestra](#) (WSO) in Casper, Wyoming, brings top-quality, live, symphonic music to Central Wyoming through six concerts per year. We treat audiences to a diverse musical experience. In addition to these concerts, we offer education and outreach through Music on the Move which reaches multiple central Wyoming Communities.

We are a 501(c)(3) organization with an obligation to serve as a community cultural and educational organization. We have a dedicated and talented staff of four plus 70 local and regional musicians under the direction of our internationally known Music Director, Christopher Dragon. We are also able to bring world-renowned soloists to Casper, including recent performances with [Sandy Cameron](#), [Alexander Markov](#), and [Capathia Jenkins](#).

### Mission

The WSO's mission is to enrich the cultural lives of adults, expand the musical horizons of children and provide an outlet for the creative talents of musicians living in Wyoming and the Rocky Mountain region by performing classical and popular music to an expanding audience.

### Location

Nestled in the center of Wyoming at the foot of Casper Mountain, Casper is a beautiful small city with amazing outdoor recreation opportunities, museums, music, theatre, and festivals. Within four hours, you can be in Jackson, Grand Teton National Park, Yellowstone National Park, the Black Hills of South Dakota, Rocky Mountain National Park, or downtown Denver. Learn more about Casper and the surrounding area on the [Visit Casper](#) website.

Casper also has daily flights to and from Salt Lake City and Denver.

## Background

The Wyoming Symphony Orchestra is an established, high-functioning non-profit with a knowledgeable, effective team, a dynamic Music Director, and top-quality musicians. Our well-rounded board dedicates expertise, energy, and enthusiasm to the work of the WSO.

The WSO enjoys a strong financial position. Our standing in the community will position our new Executive Director effectively to grow our endowment. While many arts organizations lost ground during the COVID19 pandemic, the WSO maintained funding levels. Therefore, our new Executive Director will be positioned to further build the financial standing.

The WSO's goal is to become the premier symphony orchestra in the State of Wyoming.

## WSO Strategic Priorities

---

Increase Funding	Over the past 10 years, the WSO has increased its financial stability, and successfully operates within budget. The WSO Board has an endowment committee and is working to build the endowment with an ambitious goal of \$1 million.
Increase Audience and Diversification	The staff and the board have been developing creative market approaches to expand and diversify the symphony's audience. WSO offerings of traditional classical music, popular music, and family events are helping the WSO reach a more diverse audience. WSO is also appealing to younger audiences via the Wine on the River fundraiser and targeted social media.
Branding	This is an area of opportunity for the new executive director.
Wyoming Symphony Orchestra Culture	The WSO continues to be a fun, inclusive, welcoming environment for patrons, staff, and musicians, playing at various community events including Casper Pride, and we look forward to adding community events in the post-pandemic time. Under the direction of Christopher Dragon, the WSO is in a strong creative position, performing symphonic repertoire, contemporary music, and, recently, a piece commissioned by the WSO celebrating Wyoming and its legacy of Women's Suffrage.

---

### Success in the First 90 Days

The Board expects the Executive Director to become familiar with patrons, donors, funding sources, and community partners. The Executive Director will be expected to attain working knowledge of WSO operations and be comfortable leading the organization forward at the 90-day mark.

### Success at the One-Year Mark

The Board expects the Executive Director to become well-integrated into the community through networking and event attendance, begin an endowment campaign, complete a successful fundraising event, bring new ideas to the WSO, and demonstrate the ability to work effectively with the board.

## Position Description

JOB TITLE: Executive Director

STATUS: Regular, Full-Time / Exempt

REPORTS TO: Chair of the Board of Directors

SUPERVISES (DIRECT): Four staff

CROSS-FUNCTIONAL ACCOUNTABILITY: Music Director and Musicians

EFFECTIVE DATE: August 23, 2022

---

### POSITION SUMMARY

The Executive Director of the Wyoming Symphony Orchestra (WSO) leads, represents and advocates for the WSO through fundraising, effective communication, community engagement, promotional campaigns, and acknowledging supporters. In addition to the external-facing duties, the Executive Director is accountable for the financial health, long-term planning, and day-to-day operations of the WSO. The Executive Director works closely with the Board, Music Director, staff, and musicians to fulfill the WSO mission.

Due to the nature of leading an arts organization, the position includes work hours outside of “regular” business hours, including evenings and weekends. The long hours during concert and fundraising weeks are balanced by a flexible work schedule and generous paid leave.

Connecting to the Casper community is paramount.

### ESSENTIAL DUTIES

#### Represent and Advocate for the WSO

- Improve the financial health of the organization.
- Develop a compelling case statement for funding the WSO based on the long-range plan.
- Develop, direct, and track programs to cultivate prospects and seek out funding opportunities, including corporate sponsorships, concert sponsorships, individual gifts and program advertising.
- Communicate effectively with all stakeholders, including community partners, volunteers, arts organizations, the public, and government agencies to achieve organizational objectives.
- Attend civic and cultural events, build positive community relationships, and make presentations on behalf of the WSO.
- Direct advocacy efforts at the local, state, and federal levels, including monitoring legislative activity and recommending appropriate action to the Board.
- Develop and implement a marketing plan and subscription campaigns.
- Write grant applications.

- Create advertising and publicity campaigns promoting ticket sales, including maintaining relationships with media contacts, generating feature stories in the media, and publishing a WSO e-newsletter.
- Ensure that supporters and volunteers are appropriately acknowledged with a thank you note that complies with IRS guidelines.

### **Manage WSO Operations**

- Manage financial resources for the health of the organization by preparing and submitting an annual budget and monitoring and authorizing expenditures in accordance with the approved budget.
- Keep accurate books of accounts and maintain bank accounts.
- Prepare monthly financial statements for Board review and approval.
- Review and approve accounts receivable and accounts payable.
- Ensure that grants are spent in accordance with grant guidelines and that reporting requirements are met.
- Lead the staff of the WSO, including working with the team to fulfill the WSO mission, maintaining effective staffing and organization structure, and managing performance in accordance with best practices in management and human resources.
- Negotiate contracts for guest artists within budget parameters and oversee artist accommodations.
- Negotiate concert space leases.
- Schedule the season's events, including musicians, facilities, and staffing.
- Oversee the solicitation and acknowledgment process, including:
  - Ensure that all contributions are acknowledged appropriately as required by law and establish and disclose donor benefits in accordance with IRS guidelines.
  - Maintain accurate and complete records of financial contributions, in-kind contributions, and other support.

### **Planning**

- Partner with the Board, team, and Music Director on fundraising activities and events.
- Develop and implement a master plan that strengthens the artistic, financial, and public relations objectives of the WSO in collaboration with the Board and Music Director.
- Attend board and committee meetings as a non-voting member, and present reports.
- Advise the Board on matters within the Executive Director's scope, including the legal responsibilities of board members and obtaining adequate insurance to cover board member liability.
- Work with the Board's nominating team to identify and recruit qualified candidates and assist with new board member orientation.

### **Artistic Administration and Concert Production**

- Build an annual plan for orchestra operations, including concerts and events.

- Assist the Music Director in the development and implementation of the orchestra's artistic objectives.
- Seek and obtain new performance opportunities for the orchestra and its ensembles in collaboration with the Music Director.
- Attend concerts and rehearsals and oversee staffing.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Expert-level skills in relationship-building and maintenance
- High-level fundraising skills
- High-level leadership skills to inspire the staff, board, and musicians to fulfill the WSO mission and long-range plan
- High level of creativity in event planning and fundraising
- High-level decision-making skills
- Strong record-keeping and financial skills
- Excellent presentation skills (with and without technology)
- Excellent written, verbal, and visual communication skills
- Ability to manage multiple priorities
- Ability to measure and communicate progress
- Ability to forecast the needs of the WSO
- Ability to recognize the strengths of others and utilize their strengths to fulfill the mission
- Ability to oversee effective traditional and social media marketing campaigns
- Proficiency with basic management functions such as developing and supporting members of the team, performance evaluation, and hiring
- Openness to learning new skills

#### **MINIMUM QUALIFICATIONS**

- Bachelor's degree or equivalent experience managing arts organizations
- Experience in non-profit fundraising as an executive, development director, leader, or board member
- Demonstrated effective leadership experience
- Demonstrated effectiveness in promoting and marketing organizations and event planning
- Valid driver's license

#### **PREFERRED QUALIFICATIONS**

- Grant writing experience
- Experience running an endowment or capital campaign
- Experience managing budgets, financial statements, accounts receivable, and accounts payable



## **PHYSICAL REQUIREMENTS**

This position operates in a professional office environment with consistent interaction with the public. This role routinely uses office equipment such as a computer, printer, scanner, phones, filing cabinets, and photocopiers. In the course of this job, the Executive Director is occasionally exposed to other factors, including extreme weather conditions and noise levels outside of the office environment. Specific physical requirements include:

- Sit and talk in an office setting, often for long periods
- Operate computers, keyboards, and other peripheral equipment as well as telephone equipment and headsets.
- Operate a motor vehicle, occasionally for long distances
- Stand, bend, walk, climb stairs, crouch, or stoop for certain activities
- May require lifting up to 40 pounds
- May require carrying objects short distances
- Occasional standing for long periods of time (up to two hours)

## **LOCATION, WORK HOURS, AND TRAVEL**

- This position is located in the Casper, Wyoming office with on-site responsibility.
- Regional travel up to several times a year.
- While remote work is acceptable, this position does assist with office coverage.
- Workdays are typically Monday through Friday 10-5 with variations according to organizational need, including evening and weekend work. The office is open 10-5 Tuesday-Friday.

The Job Description is intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. It is not intended to be an exhaustive list of all duties, responsibilities, and skills required. The Board reserves the right to modify, add, or remove duties and to assign other duties, as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

## Compensation

The annual salary for this position starts at \$55,000. Benefits and perks:

- SIMPLE IRA with 2% match
- Flexible work schedule with unlimited PTO
- Professional Development through the Wyoming Community Foundation and the Wyoming Nonprofit Network
- Event participation based on organizational financial performance
- Occasional comp tickets

## Application Timeline and Process

### Timeline

We anticipate having a new Executive Director in place by mid-November.

- The Board is currently reviewing applications.
- Initial interviews will take place via Zoom the week of September 12 or September 19.
- Candidates will be notified of final process steps following the initial interview. We anticipate finalist interviews no later than October 9.

### Process

To apply, submit a **resume** with a **cover letter** and a **sample of your original writing** (ideally promotional material) to The Align Team via the following survey link:

[WSO Executive Director Application](#)

In addition to the documents listed above, the survey asks for:

- Your name, address, phone number, and email
- Questions about minimum qualifications
- Space for the names, email, and phone numbers of three references not related to you, your relationship with those references, and whether we may contact them.

If you have difficulties with the survey form, please contact The Align Team at

[WSODirectorSearch@TheAlignTeam.org](mailto:WSODirectorSearch@TheAlignTeam.org).