



**EXECUTIVE DIRECTOR  
ST. JOHNS CULTURAL COUNCIL  
ST. AUGUSTINE, FL**

**ORGANIZATIONAL OVERVIEW**

The St. Johns Cultural Council is a 501(c) (3) organization, founded in 1999 in St. Augustine, FL committed to promoting St. Johns County as a premiere arts destination where the lives of both residents and visitors are enriched through arts and culture. Currently, the primary function of the organization is to provide arts, culture and heritage tourism destination marketing and grant management through a five-year direct contract for services with the county's Tourist Development Council (TDC). Funding for marketing services comes from a portion of the county's bed tax. Additionally, through our Local Arts Business Development program, we are able to assist local artists and arts organizations through grants, professional development programs, marketing and promotional support, online webinars, and advancement workshops for local artists.

In 2007 the SJCC was designated by the St. Johns County Board of Commissioners as the Local Arts Agency for the purpose of State, Federal and other grants and fundraising. The SJCC is a member of Americans for the Arts, Grantmakers in the Arts and the Florida Cultural Alliance. In 2012 the SJCC was awarded a contract to administer the "bed tax" funds designated for arts, culture and heritage grants and marketing for the county.

The SJCC's scope of services provided to the St. Johns County Tourism Development Council provides for administration, a cultural tourism marketing program, professional development and other related operations. This also includes an agreement with a full service advertising agency to assist in the planning and implementation of the Cultural Tourism Marketing program. In addition, the SJCC administers the Arts, Culture and Heritage Grant Program. The SJCC maintains a LAA support program funded by a state grant, the sale of arts license tags, and some targeted fundraising activities. Under the current contract, FY 2019 funding is \$1.1 million. The contract allocation for FY 2020 is projected to be \$1.2 million. The ACH Grant Pool payments of \$600,000 are paid directly by the TDC and not from the Cultural Council contract. The SJCC also holds a lease on the former St. Augustine Beach City Hall building, located on the Atlantic Ocean, a 6,000 SF historic structure that has two annual lease tenants, a dance company and an artists studio/co-op.

**GEOGRAPHY**

St. Johns County/St. Augustine/Ponte Vedra is in Northeast Florida 40 miles south of Jacksonville and 50 miles north of Daytona Beach. Tourism is the major economic driver. The community is internationally recognized for its arts, culture and heritage offerings, outdoor recreation, and quality of life. The St. Johns County School District is rated as the #1 school district in Florida. Florida does not have a personal income tax.

**POSITION SUMMARY**

The Executive Director reports to the Board of Directors and is responsible for the leadership and strategic direction of the organization, as well as, oversight and adherence to the organization's policies, procedures and all applicable laws and regulations. The ED will ensure the ongoing efficient and effective operation and delivery of all programs and services. They will also be responsible for the ongoing promotion and enhancement of the St. Johns Cultural Council and its reputation and impact in the local community. While the primary responsibility of the Executive Director is to ensure compliance and management of the TDC contract, a key element of the ED's role will be to ensure SJCC's more active involvement in various fundraising efforts and special events. The express goal of this is to enhance and increase the positive results of these activities on an annual basis. The Executive Director handles all accounting and finance functions and works in close collaboration with the organization's board and staff, external audit firm, ad agency, ACH grant program, and manages state and other grant development and reporting.



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**KEY POSITION OBJECTIVES**

- Develop new strategies focused on growing community support for the SJCC's programs and services through individual donor cultivation, a new multi-pronged annual fundraising plan and renewed corporate support.
- Publicize and promote the involvement of the SJCC county-wide in order to grow and be relevant for the current and emerging needs of the arts and cultural community.
- Continue to effectively utilize staff and third party contractors in the preparation, implementation, evaluation and revisions of all requirements of the new 5-year contract extension with the St. Johns County Tourist Development Council (TDC).

**POSITION RESPONSIBILITIES**

**STRATEGIC LEADERSHIP AND VISION**

- Leverage extensive professional and personal experience in engaging the local, state and regional political arena as an advocate for arts, culture and area heritage.
- Employ a strong vision of the role of a local arts agency in developing and implementing a broad-based program that supports the growth of local artists and arts organizations on both the artistic and administrative levels. The ED will use their knowledge and/or familiarity in working with multiple arts, cultural and heritage disciplines and the role that cultural tourism plays in that growth.
- Utilize strategic leadership skills and experience to the benefit of SJCC through participation at the highest level in state, regional, and national trade associations.

**LAA AND TOURISM DEVELOPMENT ACTIVITIES**

- Utilize a broad understanding of working with large and smaller arts, cultural and heritage organizations and businesses ranging from "legacy" institutions to all-volunteer groups.
- Assist in the furthering of individual careers as contributors to the creative local economy through the evaluation of needs and the development of programs that help meet those needs.
- Work to assist the Tourism/Hospitality industry including the roles and responsibilities of Destination Marketing Organizations (DMO'S), lodging and hospitality partners, and tourism industry affiliates.

**FINANCIAL AND OPERATIONAL MANAGEMENT**

- Ensure the effective financial management of all SJCC operations including the preparation of the budgets and financial reports in cooperation and collaboration with the Board.
- Ensure that the financial performance of SJCC is consistent with the TDC 5-year contract and the annual budget approved by the Boards of Directors.
- Implement and successfully manage an annual fundraising plan in concert with the Board of Directors.
- Represent SJCC as Chief Spokesperson to government agencies, regulators, funding sources, donors, community and civic organizations, business affiliates, and the various news media/external stakeholders.



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**POSITION RESPONSIBILITIES (CONTINUED)**

**PUBLIC IMAGE/STRATEGIC ALLIANCES**

- Serve as the face of the SJCC in the community and as such, be actively involved in community activities that include effective public speaking and media relations.
- Build strong strategic alliances in support of SJCC's mission, vision and strategic goals/objectives.

**IMPLEMENTATION OF STRATEGIC PLAN**

- Assist in the development and approval of a new 3-year Strategic Plan and ensure its implementation.
- Formulate needed policies and strategic planning recommendations to the SJCC Board of Directors and solve problems that impede the effective implementation of the new Strategic Plan.

**POSITION QUALIFICATIONS**

- 8 to 10 years of relevant, progressively responsible experience with at least 2 to 3 years in an executive leadership position. Strong knowledge and affinity for the cultural, arts and tourism industry.
- Broad-based experience in cultural tourism, grants management and marketing is strongly preferred.
- Proven experience in administering a contract for services with ensured funding (The TDC/SJCC contract provides over \$1.1 million annually for the next 5 years representing over 90% of SJCC's annual revenue).
- Demonstrated success in community engagement at senior levels with the proven ability to impact corporate partnership relationships, effective community partnerships, fundraising activities and related special events.
- A progressive and creative view towards building and strengthening the organization and its capabilities to serve its various stakeholders into the future; a thought leader and effective champion for the mission.
- Political savvy and capable of understanding local, state and national issues that may affect the organization, as well as, the ability to advocate and promote SJCC's values and importance to the community; adept as a coalition builder for community alliances and relationships.
- Demonstrated experience in all areas of fund development including state and federal grants, annual and special event fundraising, and private sector grants and sponsorships.
- Strong business and financial acumen with solid strategic planning and implementation skills. Demonstrated familiarity with finance and accounting and a knowledge of QuickBooks or other accounting software.
- A proven leader who possesses strong management and development skills.
- Outstanding communicator, listener, networker and public speaker with a passion for the mission.
- Current knowledge of the field with the ability to anticipate industry trends and the flexibility to adapt, plan and manage accordingly.
- Bachelor's Degree in a relevant field of study; a Master's or similar advanced degree or professional certification is preferred.



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**CULTURAL COMPATIBILITY**

The ideal ED candidate will demonstrate a commitment to and passion for working with a cultural, arts and tourism organization. They will share and support the mission, vision and values of SJCC and be willing and able to adapt their personal and professional style as needed to integrate effectively as the senior executive and contributor to the ongoing growth and success of the organization. They will be a high-energy, positive thinking professional with a self-sustaining, individual motivation, a strong sense of purpose and a belief that they can make a difference. In addition, they will possess and demonstrate the following competencies and behaviors.

**PROFESSIONAL COMPETENCIES**

- ◆ **MOTIVATION, PASSION AND COMMITMENT**  
Puts success of mission as primary driver above own interests; displays passion, vision and commitment; inspires dedication to the mission and performance excellence in others.
- ◆ **VISIONARY LEADERSHIP**  
Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.
- ◆ **STRATEGIC THINKING**  
Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities and adapts strategy to match.
- ◆ **PROFESSIONALISM**  
Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions.
- ◆ **INNOVATION**  
Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas;
- ◆ **ETHICS**  
Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

*For immediate confidential consideration please contact:*

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