



Santa Fe Indian Market

SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

EXECUTIVE DIRECTOR POSITION DESCRIPTION October 2019

The Executive Director is the senior staff leader for the Southwestern Association for Indian Arts, Inc. (SWAIA). The Executive Director is responsible for overseeing the administration, programs, and strategic plan of SWAIA; bringing efficiency to SWAIA and its annual production of the Santa Fe Indian Market; and leading the development and implementation of an expanded business model that will support and grow the organization, bringing to fruition plans for year-round educational programs to serve artists and solidifying a vision for the next 100 years of SWAIA. Other key duties of the Executive Director include fundraising, marketing, and community outreach. The Executive Director works closely with and reports directly to the Board of Directors (Board) and its Executive Committee.

GENERAL RESPONSIBILITIES:

1. **Board Governance:** Works with the Board in order to fulfill SWAIA's mission.
 - Responsible for leading SWAIA in a manner that supports and guides the organization's mission as defined by the Board.
 - Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and make informed decisions.
2. **Financial Performance and Viability:** Develops resources sufficient to ensure the financial health of SWAIA.
 - Responsible for fundraising and developing other revenues necessary to support SWAIA's mission.
 - Responsible for the fiscal integrity of SWAIA, to include submission of a proposed annual budget and monthly financial statements to the Board, which budget and statements accurately reflect the financial condition of the organization.
 - Responsible for the fiscal management of SWAIA that generally anticipates operating within the approved budget, ensures maximum resource utilization, and provides for maintenance of a positive financial position for the organization.
3. **Organization Mission and Strategy:** Works with Board and staff to ensure that SWAIA's mission is fulfilled through programs, strategic planning, and community outreach.
 - Responsible for implementation of SWAIA's programs that carry out the organization's mission.
 - Responsible for strategic planning to ensure that SWAIA can successfully fulfill its mission into the future.

- Responsible for the enhancement of SWAIA’s image by being active and visible in the community and by working closely with other professional civic and private organizations.
4. **Organization Operations:** Oversees and implements appropriate resources to ensure that the operations of SWAIA are appropriate.
- Responsible for the hiring and retention of competent, qualified SWAIA staff.
 - Responsible for the effective administration of all SWAIA operations.
 - Responsible for signing all notes, agreements, and other instruments made and entered into and on behalf of SWAIA.

KEY DUTIES AND RESPONSIBILITIES:

1. Ensure the overall quality of the annual Santa Fe Indian Market, Winter Indian Market, and SWAIA Centennial programs/events expected to include museum exhibits, a documentary film, a book and a community celebration.
2. Lead the Board and SWAIA development staff to create and execute an annual fundraising/development plan to increase revenues in support of the strategic direction of the organization, including development and analysis of fundraising options, creating annual plans, and implementing programs to raise funds from individuals, corporations, foundations, and community organizations in support of SWAIA’s revenue goals. Depending on SWAIA’s chosen annual plan, duties may include:
 - Cultivating relationships with current and potential corporate & foundation sponsors, and individual donors.
 - Identifying potential grant opportunities, and preparing and submitting grant applications and reports to corporate, foundation, and government funders.
 - Creating strategies for acquiring new members and retaining and upgrading current members.
3. Develop and implement an annual, integrated plan of programmatic events, including a necessary marketing and public relations campaigns to support the plan.
4. Serve as the “public face” of SWAIA, representing it before its membership, artist community, the media, donors, sponsors, government and community representatives, and the general public.
 - Communicate periodically with the Board during formal Board meetings, Board committee meetings, and work informally with Board members on organizational business.
 - Respond to artists’ needs and issues.
5. Supervise the following functions for SWAIA: Development, Membership, Public Relations/ Marketing, Artist’s Services, Logistics, Volunteer Services, Finance, and Administration.

6. Increase SWAIA staff effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining; and assigning accountabilities and assessing performance, including but not limited to annual evaluation of all direct staff reports.
7. Supervise the financial affairs of SWAIA, including:
 - Preparing the annual budget,
 - Exercising control and implementation over the budgetary processes and various SWAIA programs,
 - Authorizing expenditures of program funds, staffing, facilities, and capital expenditures,
 - Overseeing the annual audit, development of monthly financial statements, and documentation required for grant and other submissions for monies,
 - Negotiating contracts.
8. Manage SWAIA's Artist Awards and Fellowship Programs.
9. Oversee the management of SWAIA's information technology equipment and processes to ensure their proper operation, security, and contemporary character.
10. Develop the annual SWAIA program calendar and budget in coordination with SWAIA's Finance Department.
11. Provide advice and recommendations annually regarding SWAIA's five-year strategic plan, and monitor progress against it to ensure, in conjunction with the Board, the long-term health of the organization.
 - Establish/revise, implement, and communicate annual goals, objectives, policies, and procedures in accordance with the strategic plan
12. Ensure SWAIA's organizational compliance with all state, federal laws, and regulations and organizational policies, including meeting or exceeding all compliance and reporting requirements for conducting business as a 501(c)(3) charitable organization.
13. Accept other duties as assigned.

PROFESSIONAL QUALIFICATIONS NEEDED:

Candidates should have senior level managerial & administrative experience, exceptional communication skills, proven fund-raising success in a non-profit environment, knowledge of traditional and contemporary Native arts, and a reputation for professional, fiscal, and personal integrity. Specific qualifications include:

- A bachelor's degree. Master's degree or higher is desirable.
- Ten or more years senior management experience in either the non-profit or private sectors. Some prior museum experience is highly desirable.

- Experience and skill in working with a Board of Directors.
- High level strategic thinking and planning. Ability to envision and convey the organization's strategic future to the staff, Board, volunteers and donors.
- Ability to effectively communicate SWAIA's mission to donors, volunteers, and the overall community.
- Demonstrated ability to oversee and collaborate with staff.
- A history of successfully generating new revenue streams and improving financial results.
- Active fundraising experience. Excellent donor relations skills and understanding of the funding community.
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies, and volunteers.
- Solid organizational abilities, including planning, delegating, program development, and task facilitation.
- Strong financial management skills, including budget preparation, analysis, decision-making, and reporting.
- Strong written and oral communication skills, and public speaking ability.
- Strong work ethic with a high degree of energy.
- Demonstrated respect and appreciation for SWAIA's mission, Native American artists, and tribes.
- Strong networks of working relationships with the Santa Fe business community, municipal leadership, and "movers and shakers" is highly desirable.

SWAIA Mission:

*"Bringing Native arts to the world by inspiring artistic excellence,
fostering education,
and creating meaningful partnerships."*

SWAIA will be marking its Centennial in 2021 and is working to develop a new business model to which the Executive Director will be expected to lead and to be able to constructively contribute. This will mean working closely with staff, Board, and such outside consultants as the Board may choose to engage.

The Centennial provides a fundraising opportunity that is unique in the organization's life. As such, our target is to raise \$1,000,000 in new revenues over the next two years to support Centennial activities and new initiatives as SWAIA enters its second century.

Incumbent SWAIA staff members are experienced and capable, but the Executive Director will be expected to provide supervision and direction as needed, and an annual evaluation of the organization's progress. Transparency, excellent communication skills, and a collaborative approach to implementing SWAIA's mission are essential.

Two-year contract with option years; pay commensurate with experience and skill set. Range: \$85,000 to \$120,000 with incentives possible for exceeding performance and fundraising objectives.