Theatrical Outfit seeks a visionary **Artistic Director** to lead, inspire, and drive the organization toward artistic excellence and financial growth. The AD will be a master storyteller with a history of community engagement. The AD will deliver world-class theatre, bring innovation to TO’s productions and other programming, and manage the TO staff with quality, rigor, and care. A comprehensive salary and benefits package is offered.

**Artistic Director Responsibilities**

1. **Lead and inspire to bring the strategic vision to fruition.** The AD will be the driving force in achieving TO’s mission of producing world-class theatre that stirs the soul. The AD will develop theatrical content and related programming that, as measured through audience engagement and community impact, will help to continue TO’s role as a transformer of downtown Atlanta’s cultural landscape.

2. **Build and grow TO’s local and national reputation as a world-class producer of plays and musicals.** The AD will be the driving force in curating season after season of meaningful and entertaining theatrical content, realizing TO’s aspirations to become an institution of national quality. The AD will shape a series of niches within Atlanta’s theatrical landscape where TO can excel at a national level. The AD will deepen TO’s history of success, with high-quality production of meaningful plays, innovative approaches to classics, and promotion of new playwrights, to help TO push the national conversation through the voice of theatre.

3. **Grow the organization.** The AD will be a talented steward of major donors and persuasive at communicating the mission and vision of Theatrical Outfit and its unique value to our community. The AD will partner effectively with existing and new donors, nurturing and strengthening philanthropic support. The AD will be comfortable in creating seasons that balance being artistically daring, growing new stakeholders and audiences, and achieving fiscal responsibility.

4. **Collaborate to manage the business.** TO is a theatre that respects the need for top-tier artists to be paid a fair wage and to be treated at all times with professionalism and respect. The AD will have budgeting experience and financial savvy, and will impart high standards of fiscal management, business and operating excellence. Accountable to TO’s Board of Trustees, the AD will partner closely with the Managing Director as a peer collaborator in driving TO’s mission. Together, the AD and Managing Director will develop and continuously refine recommendations to the Board of Trustees to influence and help guide TO’s strategic direction.

5. **Build relationships and community presence.** The AD will be the public face of TO – excellent at connecting with diverse community, artistic, staff, philanthropic, and other constituencies. Outgoing and relationship-oriented, the AD will be a leader in the local cultural landscape. Through collaboration, ideas and engagement, the AD will make TO even more prominent and valued in the Atlanta community.

6. **Manage the staff with care and respect.** The AD will be an inspiring, engaging team builder who appreciates, values and works well with staff. The AD will build a positive culture of achievement, collaboration and cohesion across the organization. The AD will be expert at delegating, mentoring, empowering and holding the team accountable.
7. Grow Additional Community Programming. As the American Theatre wrestles with maintaining relevance, TO is committed to experimenting with programming that expands the footprint of our endeavor beyond the four walls of the theatre. From educational programming, community outreach programs, to investments in off-site programs like podcasts and museum partnerships, the AD will deepen TO’s overall programming beyond the 6-show season in accordance with the strategic plan.

Theatrical Outfit’s Ideal Candidate

The ideal candidate has proven, relevant experience, and passion for leading a theatrical institution. Knowledge of theatrical production process and the national theatrical landscape is essential. Comfort with fundraising, marketing strategy, and audience development is required. Familiarity with the Atlanta cultural community is strongly preferred. The ideal AD candidate will be a trusted, visionary leader who is:

* A STORYTELLER FIRST AND FOREMOST

The ideal AD understands how to tell great stories onstage and facilitates others to do so. Also, as the primary ambassador of the theatre is both the author and evangelist of the story of TO. Must be comfortable defining the value of the TO and then communicating that value, through face-to-face interactions, in grant proposals, at galas, and on opening nights. The AD will energize the community around TO’s mission.

* AN ENERGETIC FUNDRAISING “CLOSER”

As an extension of “telling the story” of TO, the AD will demonstrate comfort in non-profit fundraising, which is the lifeblood of the organization. While the Managing Director (and, eventually, a Development Director) will have the primary role in making “the ask” and ongoing donor stewardship, the AD will have major participation in fundraising in close collaboration with the Managing Director.

* HAS PULSE OF THE ZEITGEIST

The AD will curate seasons and define programming that is engaged with major local and national conversations. TO has a reputation around plays with thoughtful, topical themes and the AD must demonstrate a history of understanding how cultural institutions exist in a dynamic interplay with the times we live in and the compelling conversations of the day.

* WIDELY FAMILIAR WITH NATIONAL LEADING PRACTICES

From production pipelines to audience development strategies, there are multiple “leading practice” models that can yield the desired results. The ideal AD candidate will have had exposure to multiple models within theatre management, as well as experience applying varied practices to understand trade-offs and anticipate likely outcomes.
A SKILLED PROJECT AND PROGRAMMING LEADER

The production process is a calendar-driven cycle with tight deadlines, tight budgets, and demanding audiences (and artists). The ideal AD will understand the importance of planning future seasons well in advance and in conversation with the staff and Board. Beyond the productions, the AD will be sensitive to galas, fundraisers, opening night events, educational programming, and the ebb and flow of the recurring activities that require coordination and attention. The AD must demonstrate a successful track record in leading an annual calendar while maintaining artistry. The ideal candidate also will have experience with long-term artistic planning, (e.g., identifying projects for seasons beyond the one upcoming year, establishing longer-term plans to achieve the vision over a longer horizon).

AN EXPERT IN THE THEATRE’S HISTORY AND METHODOLOGY

An AD who knows the history, major playwrights and composers, world traditions, and time-honored criteria of excellence will have a deeper ability to place our productions and mission within a larger national and international conversation.

A CARING MANAGER OF STAFF

The AD will energize and inspire staff. The AD will be able to describe past circumstances of demanding accountability and rigor while maintaining a warm and thoughtful management style. Must be comfortable giving “warm” and “cool” feedback and operate as a coach to help in the professional growth of TO’s full- and part-time staff.

A BRIDGE BUILDER

As not-for-profits trend toward new models of institutional collaborations (e.g., co-productions, community partnerships) the ideal AD candidate will have experience or identifiable skills in finding, negotiating, and maintaining partnerships with other institutions that yield value for all parties, including the theatre’s audience and donors.

AN AUDIENCE GROWER

Through programming choices and marketing strategies, the AD will have been involved in conversations and actions toward deepening existing audiences and growing into new markets. The AD will be able to speak knowledgeably and from experience about the interplay between choice of content and opportunity to grow segments of audience.

A SKILLED NETWORKER IN THE ARTISTIC COMMUNITY

The ideal AD candidate will have a proven track record of finding and attracting new talent, maintaining long-term relationships with top-notch artists, and persuading new artistic voices to join the team. In short, the AD will have a robust “rolodex” (in Atlanta and beyond) and be
trusted by the community such that artists want to collaborate with the AD. The ideal AD candidate places a high priority on cultivating and growing artistic relationships.

* **AN ACTIVE AND INVOLVED COMMUNITY MEMBER**

TO sees itself as an important community resource, among many within the Atlanta metro area. Our staff and audiences are frequently engaged in the broader pursuit of making Atlanta a more vibrant, open, communicative, and healthy community. Our AD should be engaged in our community beyond our walls, whether in the broader arts community, at a religious institution, a local charity, or educational center because the work at the theatre is part of a larger civic relationship.

**How to Apply**

Email or mail the following information: a cover letter of inquiry, current resume, references and salary history by **30 April 2019** to:

**Theatrical Outfit – Artistic Director Search**  
**Attn: Gretchen Butler**  
**84 Luckie Street NW, Atlanta, GA 30303**

**Email:** Hiring@TheatricalOutfit.org