



## President and CEO Impact Description

April 2024

UNITEDPERFORMINGARTSFUND



### ORGANIZATION OVERVIEW

The United Performing Arts Fund (UPAF) has been setting the stage for nearly 60 years by providing critical investment in our region's vibrant performing arts scene. In 2023, UPAF raised more than \$10 million to sustain these community assets, allowing its 14 Member Groups to focus on what they do best: creating, performing, inspiring, and educating.

The UPAF mission statement is three-fold:

1. Raise much-needed funds to ensure entertainment excellence.
2. Promote the performing arts as a regional asset.
3. Responsibly steward the dollars our donors so generously give us.

UPAF is for Southeastern Wisconsin and beyond. UPAF is for the magic of music, dance, song, and theatre - for raising our community up. With community support, UPAF funds 55 diverse local performing arts organizations, producing:

- Performances that inspire, challenge minds, and stir emotions.
- Confident and energized youth who use the arts as a springboard for lives filled with creativity.
- Shared experiences that connect people from all backgrounds and ages.

To learn more, please visit: <https://upaf.org/>.

## PRESIDENT AND CEO POSITION OVERVIEW

The ideal candidate will seamlessly balance the many priorities, stakeholders, and activities crucial to the ongoing success of UPAF, and therefore, to the performing arts in Southeastern Wisconsin. A bold, strategic vision, strong leadership skills to champion that vision, and the operational skills to make it all happen are requirements for success. UPAF is looking for an entrepreneurial and engaged leader who can relate to and celebrate the past and the present, while determining and implementing innovative ideas for the future. UPAF has a national and unique standing in the performing arts sector. UPAF is proud to serve a broad variety of audiences, is a continual positive economic impact on the sector and its employees. The President and CEO will serve as an essential face of this important sector and continue to grow it.

The President and CEO needs to demonstrate the ability to be a dynamic spokesperson, relationship builder, and resource developer. A proven track record as an innovative, entrepreneurial leader, eager and able to deliver demonstratable outcomes and develop alternative solutions to challenges is a must. A leader with broad fund development ability with corporate, individual and foundation solicitations, direct marketing, special events and, employees giving through the workplace will be outstanding in this role. UPAF's leader needs to have exceptional interpersonal skills and demonstrate the capacity and interest in being a highly visible representative to multiple constituencies.

It is essential that the new President and CEO of UPAF will be driven toward ensuring the vitality of a vibrant and inclusive performing arts scene in Southeastern Wisconsin through entertainment excellence, arts accessibility, and regional impact.

## PRIMARY RESPONSIBILITIES

- Lead the cultivation and solicitation of donors and in creating public interest in and commitment to UPAF and the performing arts.
- Develop and implement the organization's strategic plan, in collaboration with the organization's leadership and with the support of the Board of Directors.
- Oversee the coordination and implementation of the annual UPAF Campaign, working closely with Member Groups and volunteers to ensure success.
- Manage the complex relationship with UPAF's Member Groups and balance their individual needs with the needs of the region's arts sector and desires of UPAF's donors.
- Represent UPAF in the community, foster peer relationships with business/community leaders.
- Serve as a spokesperson at UPAF, at company and community events, and in the media.
- Serve as principal liaison to the Board of Directors and support their efforts on behalf of UPAF.
- Articulate and advocate UPAF's purpose and value to key stakeholders – donors/sponsors, Board of Directors, Member Groups, staff, volunteers, and the broader community.
- Oversee the UPAF Allocation process, working with the Allocation Committee and Board of Directors, to determine how dollars will be annually distributed.
- Oversee and manage the internal UPAF team to ensure maximum efficiency and provide for their development and wellbeing.
- Ability to oversee the review and refresh of UPAF's brand and storytelling.



## ATTRIBUTES

- Able to create and maintain effective collaborations and consensus building among UPAF staff, constituents, donors, Member Groups, and the broader community.
- Lead the process of planning and budgeting in conjunction with the staff and the Board of Directors.
- Ability to pivot and change in a dynamic environment.
- Strong communication, public speaking and writing skills.
- Proven track record as an innovative, entrepreneurial leader
- Ability to deliver demonstrable outcomes and develop alternative solutions to challenges.
- Outreach, relationship-building, marketing, sales and/or resource development experience with a track record of success.
- Exceptional interpersonal skills, having demonstrated the capacity and interest in being a highly visible representative to multiple constituencies.
- Recognize, manage, and leverage the impact of decision making across many diverse stakeholders.
- Strong communication, public speaking and writing skills.
- Enthusiasm for, and commitment to, the united fund model.
- Knowledgeable about, and appreciative of, the performing arts.
- Deep interest in being part of the organization's evolution.
- Established relationships and connections within Greater Milwaukee is preferred.
- Strong analytical abilities and high comfort with ambiguity, strong work ethic, sound judgement, self-confidence, and positive energy.
- A solid record of sound fiscal and organization management.

## COMMITMENTS FROM UPAF

UPAF engages the community in support of 55 performing arts groups in Southeastern Wisconsin through our annual fundraising campaign. UPAF staff members are dedicated professionals who are passionate about fundraising and the role the performing arts play in the vitality of our communities.

UPAF is an equal opportunity employer and believes in equal opportunity for all employees and applicants. Accordingly, all employment decisions are based on the principles of equal opportunity. These decisions include recruitment, selection, promotion, transfer, discipline, compensation, benefits, training, and other personnel actions involving persons in all job titles and shall occur without regard to race, creed, color, religion, sex, age, national origin, ancestry, disability, genetic information, military status, sexual orientation, gender identity, marital status, arrest and conviction records, the use or nonuse of lawful products off the employers' premises during nonwork hours, declining to attend meetings or participate in communications about religious or political matters, or any other characteristic protected by law.

UPAF benefits include a 403(b) and match, paid time off, health insurance, dental insurance, vision insurance, and flexible schedule.

The salary range for this executive position starts at \$200K.

References will not be contacted until a candidate has been notified.

Background checks will subsequently be performed, with candidate permission. All inquiries and interactions with potential candidates are kept in strict confidence.

## INSTRUCTIONS FOR APPLICANTS

For full consideration, please email all items below, **combined into one document**, to [UPAF@leadingtransitions.com](mailto:UPAF@leadingtransitions.com) no later than 5:00 p.m. CT on May 3, 2024.

1. A letter describing your qualifications for this President and CEO position, including your specific interest in UPAF's mission and a description of your salary parameters; addressed to: Mindy Lubar Price, Leading Transitions LLC.
2. A detailed and updated resume; and
3. The names of, including your relationship to, and contact information for, three professional references.



*Leading Transitions is committed to the vitality and growth of mission-based, nonprofit, philanthropic, and community-centered efforts and organizations, and their leaders. The firm's inclusive practices provide the flexibility and creativity necessary to adapt to the intricacies and dynamics of any community. We believe that periods of change are transformational and bring new diverse opportunities.*