



Chief Engagement Officer (CEO)

Job Description 2017

Reports To: Artistic Director
Partners With: Chief Operating Officer
Direct Reports: 5-6
Status: Full Time Exempt

ORGANIZATION

Mission: Using theater to illustrate and animate, Mixed Blood models pluralism in pursuit of interconnections, shared humanity, and engaged citizenry

Vision: As a beacon for the global village of Minnesota and beyond, Mixed Blood will champion equity and animate social change through exceptional artistry, catalytic relationships, and universal access.

Background

Mixed Blood Theatre Company has invited the global village into its audience and onto its stage for its unique brand of challenging, inclusive, and predictably unpredictable theatre since 1976. It continues to foster and ignite programming from its historic firehouse in Minneapolis that reaches far beyond its local community and is known for spawning a ripple effect of social change.

Winner of numerous awards for its human rights and artistic accomplishments, Mixed Blood pays positive attention to differences and champions access. Annually, it boldly serves up to 40,000 people through its mainstage season of plays, creative placemaking, and commissioned work. Located in the Cedar Riverside neighborhood of Minneapolis since its inception, Mixed Blood aspires to be a point of assembly for residents and organizations of the most diverse zip code between Chicago and the West Coast.

POSITION

Mixed Blood's, Chief Engagement Officer (CEO) provides a central and mission-critical leadership role. A strategist, visionary, manager and implementer, the CEO oversees personnel and operations that support all facets of stakeholder engagement, including brand and marketing management, and development and enhancement of catalytic relationships that further the mission. The CEO is a thought partner to the Artistic Director and Chief Operating Officer in developing strategies for catalytic relationships to be developed at all levels of the organization.

CORE RESPONSIBILITIES

Stakeholder Engagement

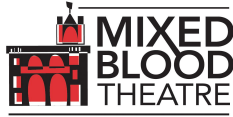
Leverage existing and lead strategic development of new tools, processes, procedures and programming to engage with current and desired stakeholders. This includes maintaining and increasing relationships with supporters, patrons, members and donors. This work acknowledges engagement as a two-way street that allows Mixed Blood to realize its mission and live its values. It also involves shaping creative pathways to engage various communities and groups in the Cedar Riverside neighborhood and sharing institutional assets (such as space, artistry, equipment, and expertise) to knit the organization further into the community while deepening its understanding of and addressing community needs and aspirations. Engagement is an internal and external organizational mandate, changing the DNA of the organization while improving the health of communities. Key engagement responsibilities include:

- Identify, summarize and prioritize all engagement tools, processes, procedures and programming annually.
- Construct and oversee implementation of engagement plan in collaboration with peers and direct reports.
- Establish quantitative and qualitative engagement goals and monitor with support of peers and direct reports.
- Provide clear, timely and actionable direction for direct reports to ensure developmental growth and success.

Brand & Marketing Management

Frame and facilitate clarity, understanding and awareness of Mixed Blood's historically powerful brand among internal and external stakeholders. This requires an ability to periodically synthesize and update the organization's brand guidelines to ensure the brand remains clear, fresh and relevant in support of the organization's mission. Additionally, maintain and help execute a comprehensive communications strategy that supports all aspects of Mixed Blood's programming.

- Maximize attendance and audience composition of mainstage productions.
- Maintain organization's brand guidelines and ensure staff and contractors leverage as appropriate.



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- Engineer Mixed Blood's signature Radical Hospitality, optimizing access in all its guises.
- Create and implement communications plan that clearly outlines support of all programming and development work.
- Determine monthly approach and metrics to evaluate efficacy of marketing and communications; adjust as necessary.

Personnel Oversight

Contribute to overall success of organization by modeling leadership that influences direct reports to do their best. This involves creating a supportive work environment, providing clear and timely feedback, and having the ability and willingness to directly assist staff with achieving their goals as needs arise.

- Establish and communicate core work plans and or assignments on an ongoing basis to aid priority management.
- Ensure quantitative and qualitative goals are explicit and that tools and processes are in place to monitor progress.
- Support direct report's attainment of goals by providing internal and or external resources.
- Oversee recruitment and hiring, ensuring appropriate documentation is in place.
- Be organized and a good project manager.
- Possess people management skills and experience effecting culture change.
- Display strong leadership to help shape and develop a vision for the future.
- Develop non-traditional evaluation processes.

DESIRED QUALIFICATIONS

- Minimum three years marketing and communications management and/or community organizing
- Minimum three years maintaining supervisory oversight for a staff of at least three persons
- Minimum five years demonstrated ability to manage time, tasks, money, quality and people
- Experience leveraging various engagement tactics to reach diverse stakeholders or communities
- Ability and willingness to share leadership and work collaboratively
- Excellent written and verbal communications skills
- The ideal candidate thrives on the unpredictability of catalytic relationships, is an imaginative risk taker, and is energized by unknowable give-and-take

This is a full-time, year-round position at a salary of \$55,000 annually. Enrollment in a group health plan optional.

Submit cover letter and resume to jobs@mixedblood.com by August 7, 2017.