

The New Orleans Jazz & Heritage Festival Foundation

Executive Director

The Board of Directors seeks an experienced and imaginative business leader of event and community focused organizations, who has or can develop a deep connection with the unique music, art, culture, cuisine and people of New Orleans and Louisiana. This leader, and the organization's team and partners:

- ***Manage the historic New Orleans Jazz & Heritage Festival Foundation, its events, assets, facilities, internet presence, programs, historic archives, staff, programming partnerships, artists, vendors, infrastructure and operations; and its branding, marketing and community and government relations;***
- ***Maximize earned and contributed revenue so that all annual costs are fully funded in ways that preserve endowed financial assets, and there is funding for periodic expansion projects and upgrades to the organization's infrastructure;***
- ***Build relationships and undertake ongoing friend-raising, fund-raising, and grant-making to strengthen the unique New Orleans and Louisiana arts and education ecosystem, with a focus on support of home-grown musicians, artists, chefs, producers, schools, teachers and others who make New Orleans a unique place to live, work, visit and enjoy life.***

This leader will continue to position the Foundation as the world's premier presenter and incubator of Louisiana-originated music, art and cuisine.

HISTORY and CONTEXT

Founded in 1970, the [New Orleans Jazz & Heritage Festival Foundation](#) promotes, preserves, perpetuates and encourages the music, culture, and heritage of communities in Louisiana through festivals, programs, and other cultural, educational, civic and economic activities. The Foundation has evolved and grown over the years, and expects to continue to do so at a rapid pace by leading and responding to changes in its cultural and competitive environments. The next leader will help to shape and drive this growth.

The City of New Orleans is itself a gumbo of different cultural threads, sensibilities and perspectives. There are communities and people whose identities trace back to pre-colonial days, and it is important that the next leader understand that the Foundation's mission honors this enormously rich tradition through its artistic, music, culinary and education programs and grantmaking.

The knowledge and diverse perspectives of the organization's board, staff and partners, will be an invaluable guide to the next Executive Director's efforts to expand the Foundation's events, programs, beneficial impact and footprint.

EVENTS, PROGRAMS and ASSETS

The Foundation includes a lean core staff of 17, a Board of 27 (of which 4 serve as officers), and a Foundation and Festival budget that can average between \$35m and \$60m, depending on the year. Its events, programs and assets include:

- ***Jazz Fest & other Festivals, Events and Celebrations*** – The central event and primary fundraiser of the Foundation's annual calendar is Jazz Fest. Jazz Fest is produced by Festival Productions Inc (now partly owned by AEG) and attracts artists of international stature while showcasing Louisiana artists. The Foundation owns the

The New Orleans Jazz & Heritage Foundation
Executive Director

copyright, trademark, licensing and website domain for all things Jazz Fest and its other programs/events. The Foundation owns, books and manages multiple other concerts, events and performances, all with an intense focus on local artists from diverse New Orleans and Louisiana traditions.

- **Heritage School of Music and other Education Programming** - Started in 1990 as a free after-school program attended by mostly low-income students (the school is still free-of-charge), the Don "Moose" Jamison Heritage School of Music is now located in the Wein Center, a renovated historic building with 7 state-of-the-art classrooms outfitted for music instruction, a 200-seat auditorium, and a recording studio. Other education programs include Vocal Workshops, HSM Beginners, Pro-Audio Workshops (advanced training on audio recording equipment), and the Tom Dent Congo Square Lecture.
- **Jazz & Heritage Archive** – The Archive is an educational asset and service that identifies, collects, preserves, and protects materials of cultural and historical significance to New Orleans and Louisiana as well as the records of the Foundation, its programs and artists. Over 50 years (and counting) of historic materials have been preserved including photos, posters, film footage, audio recordings, signs, business records, and other artifacts from events dating to the beginning of the Foundation in 1970. There is a searchable database, and material can be used by third parties if this use is licensed by the Foundation. Importantly, the Archive serves as an important resource to the Library of Congress, Smithsonian Institution, universities and schools, and other organizations.
- **WWOZ New Orleans Radio** – Founded in 1980, WWOZ is a licensed nonprofit community broadcasting station with an international audience, and functions as the music broadcast leader in New Orleans. The station is operated autonomously by a General Manager supported by a staff of 18 and a legion of devoted volunteers. Online streaming of many Foundation events and programs began in 1996. WWOZ's invaluable collection of live performances have been digitized, named to the Library of Congress National Recording Registry, and are accessible to curators and to the general public.
- **Grant Making** – The Foundation's purpose is to celebrate the music, culture, art, cuisine and people of New Orleans and Louisiana, and to strengthen the arts ecosystem through grant-making. The average annual grant-making budget is \$1.2m. There is particular emphasis on music, including education and support of musicians, teachers and producers at all ages and career stages. Grants can be broader, and might include micro or major grants, improvements to housing, orchestrated convenings to discuss issues, providing technical assistance programs to emerging artists, free or reduced cost ticketing, support for entrepreneurs, and other assistance.

BASIC FUNCTION

The Executive Director will immediately assume full management responsibility for the Foundation, including its staff, partners, vendor relationships, contracts, events, facilities, infrastructure, workflows, operations, patron services, branding, marketing, infrastructure and tech.

Reporting to the Board through its Chair and Executive Committee, and working with a dedicated staff, the Executive Director's initial priorities will be to:

The New Orleans Jazz & Heritage Foundation
Executive Director

- Develop a strong working relationship with partner organizations and individuals in the community, in particular with Festival Productions Inc; ensure that the Foundation achieves maximum benefit from the Festival, which is its primary fundraiser for community programs and grants.
- Cultivate strong relations with: diverse individual, institutional and government funders and constituencies; with community groups, businesses, churches, schools, other nonprofits; and with local, national and international musicians, artists, chefs, and artist representatives;
- Design and deliver dynamic events and programs that engage children, youth and adults;
- Understand the attributes of the region's in-person, broadcast and online audiences and their interests; devise and implement branding, outreach, ticketing and revenue optimization activities that engage local, visitor and online audiences for the offerings and programs delivered by the Foundation.

Within the first 90 – 120 days, the Executive Director will work with the Board and staff to become fully apprised of the existing 2021-2026 Long Range Plan. This plan sets forth a vision for the organization, and includes sections on: events, performances, concerts and lectures; programs & education; grant-making priorities and associated budgets; staffing & headcount; diversity & equity; finances; marketing (to maximize attendance, ticket sales and awareness of the Festival as a fundraiser); fundraising that maximizes contributed revenue; and success metrics.

The annual review of the Executive Director and the team's Department Managers will be based on success in achieving objectives defined by this plan.

IDEAL EXPERIENCE

Candidates should have many of the following types of experience and qualifications:

- Significant hands-on experience managing audience and community serving organizations, that might include a sizable performing arts or ticketed event and hospitality organization (e.g. convention center, club, hotel, casino, festival, fairgrounds, or other such revenue-producing physical facility);
- Strong financial management and controls, including accurate expense and revenue forecasting, precise budgeting, and the ability to adjust operations to function within fiscal constraints;
- Ability to analyze, prioritize and initiate programs, events and activities, and identify potential problems to proactively initiate corrective measures; demonstrated experience collaborating with presenting and producing organizations similar to Festival Productions Inc or AEG to optimize audience attendance and satisfaction; and an ability to anticipate and deal effectively with a variety of shifting challenges that arise in normal operation of a performing arts venue;
- Experience working collaboratively to shape fundraising campaigns for projects of significant scale that includes annual, capital, and endowment elements; experience recruiting new members to a governance board that is actively engaged in achieving give/get targets; experience directly soliciting significant gifts from individuals, businesses, foundations, corporations, and the public sector; broad-based knowledge of

***The New Orleans Jazz & Heritage Foundation
Executive Director***

various development activities including: direct, online and mail solicitations, social media, proposal and grant development, planned giving, event management; using data to manage and enhance donor cultivation and drive fundraising; experience with a performing or visual arts organization is an advantage;

- A skilled negotiator and dealmaker who can develop positive alliances with organizations, producers, partners and community members; adept at writing or overseeing the drafting of proposals, solicitation letters, donor correspondence, and other materials; a good listener and strategist, comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan;
- A roll-up-your-sleeves doer; demonstrated leadership skills in motivating, directing and managing staff and consultants, and in coordinating and supporting the activities of others;
- A history and commitment to diversity, equity, inclusion, and accessibility, and ensures that the Foundation has a decisive, egalitarian and welcoming culture;
- Extroverted and fearless; derives energy from connecting with individuals; creates opportunities for engagement; builds enthusiasm for, and widespread understanding of, the Foundation as a leading cultural institution;
- Outstanding speaking, writing, and editing skills, with demonstrated success in bringing regular, positive media attention to an organization; and
- Demonstrated success in managing shifting priorities and competing deadlines, with the flexibility and sensitivity to work with diverse personalities; emotionally mature with a very good sense of perspective and humor.

To apply, nominate others, or for further information, please contact:

Dennis Hanthorn

(404)806-8200 or dennish@moppenheim.com

Kevin Redick

(415)762-2646 or kevinr@moppenheim.com

Lee Kappelman

(202) 803-6674 or leek@moppenheim.com

Mark Oppenheim

(415) 762-2640 or marko@moppenheim.com

m/Oppenheim Executive Search