

## Monterey Jazz Festival (MJF) Artistic Director

***Monterey Jazz Festival seeks a visionary jazz presenting and producing professional to:***

- ***Program Monterey Jazz Festival as the world's premier festival of jazz and related music, in the process engaging a stellar array of international artists in live performance;***
- ***Shape year-around jazz programs delivered by artists, curators and educators using the extensive archives and other assets of the Monterey Jazz Festival as resources; and***
- ***Extend the Monterey Jazz Festival vibe to year-around indoor and outdoor performances in Monterey and internationally under the Monterey Jazz Festival brand.***

***An experienced jazz presenter, producer and promoter with a keen grasp of in-person and online audience engagement, the Artistic Director will be responsible for all Monterey Jazz productions and programs and for advancing artist-led education.***

### **THE OPPORTUNITY**

Monterey Jazz Festival is one of the world's great nonprofit jazz presenters, producers and education organizations. With a mission to inspire the discovery and celebration of jazz and anchored by its iconic festival, Monterey Jazz Festival has for 65 years advanced the work and careers of jazz artists and strengthened the arts ecosystem surrounding this unique music. The organization's audiences are viewed by jazz artists as uniquely dedicated to jazz as a vibrant, constantly evolving art form. Many patrons have attended the festival for decades, and the positive energy flowing between artists and audiences is part of MJF's identity.

Leveraging MJF's history, brand, vibe and resources, Monterey Jazz Festival's next Artistic Director is positioned to make a unique contribution to the vitality of jazz as an art form, embrace of jazz by new and diverse audiences, and the future of jazz artists internationally.

### **BACKGROUND**

Monterey Jazz Festival was founded in 1958, takes place at the end of September in Monterey California USA, and has inspired similar festivals nationally and internationally. The Festival itself was developed by jazz critic Ralph Gleason and disc jockey Jimmy Lyons, and performers for the first festival included jazz royalty - Billie Holiday, Dizzy Gillespie, Louis Armstrong, Dave Brubeck (who also championed the festival), percussionist Max Roach, saxophonist Gerry Mulligan, and a host of other greats. The quality and diverse styles of jazz presented during that first festival set the tone and tradition of excellence that is carried forward to this day.

To run the annual festival, co-Founder Jimmy Lyons built a nonprofit organization, which he managed until his 1992 retirement. He was succeeded by Tim Jackson who, like Lyons, initially held both business and artistic management responsibilities. As Monterey Jazz Festival expanded and added education programs, Jackson came to focus exclusively on the arts side starting in 2010. In 2014 Colleen Bailey became the organization's Executive Director responsible for business operations and the overall financial health of the organization. This third Artistic Director in the organization's 65 year history will report to the Executive Director.

In each era of the Festival's existence, the management and board have had particular objectives for the business and artistic teams as a one-off event became an annual festival and then a year-round operating arts and education nonprofit. The festival experience for the audience and artists likewise evolved until today's ticket functions as a kind of gateway into the international world of jazz and diverse musical styles connected to jazz. Each year, the Festival

presents a survey of prominent and emerging jazz artists, along with performances by artists of other genres inextricably connected to the DNA of jazz: improvisation, use of the blues scale, and rhythmic patterns driven by syncopation and swing. As the Festival grows and evolves, the Board wishes to stay strongly connected to jazz as an ever-changing international art form leavened by the artistic traditions and sensibilities of different peoples from across the globe.

Monterey Jazz Festival will continue to evolve along the path set by predecessor Artistic and Executive Directors. Programming the three-day Festival will remain absolutely central to the organization's focus and the Artistic Director's role. The Executive Director, Artistic Director and the team, will continue to ensure that the composition of the Board, staff, educators and programs reflect the diversity in all respects of jazz artists and jazz ideas in America and globally.

The process of building and improving MJF is viewed as an ongoing process of shaping an organization that operationally embodies the art form in all respects. With this in mind, and with a central focus on jazz as constantly evolving to include new ideas, the next Artistic Director will collaborate with the Executive Director to build out and staff the MJF365 initiative offering year-around in-person and on-line jazz experiences and educational programming.

To advance MJF365, the Artistic Director will develop, cultivate and leverage:

- Relationships with artists across different jazz and associated musical forms;
- The Monterey Jazz Festival Archives with over 3,000 recordings currently housed at Stanford University;
- Programs that include the Commissioned Works program, Monterey Jazz On-Tour which provides national audiences with an in-person taste of the festival, the Artist-in-Residence program, and several ensembles of established and young artists; and
- Partnerships with various school and higher education groups and institutions, ranging from early childhood education programs like WeeBop, elementary and middle school programs like Jazz Uplifts!, HBCU and other programs targeting university students; and the Teaching Artists, Masterclass, Music Clinic, and Summer Jazz Camp programs, along with the Instrument and Sheet-Music Library for use by schools, jazz competitions, scholarship programs, educators and scholars.

Currently the organization has a board of 14, staff of 8 FTEs and a \$4.5 million budget. 36,000 annually attend the festival, 10,700 experience MFJ through online programs, and 6,000 through educational programming.

***The Artistic Director must be trusted by jazz artists, artist reps, recording labels, media, influencers, educators and audiences. By engaging artists and jazz professionals as performers, composers and educators, the Artistic Director will connect audiences to jazz during the Monterey Jazz Festival and throughout the year.***

## **BASIC FUNCTION**

The Artistic Director reports to the Executive Director, works closely with the Board, and oversees all artistic, presenting and producing activities of Monterey Jazz Festival, including the Artist in Residence and Commissioned Works programs.

Programming the Festival will remain the first priority of the Artistic Director. The Artistic Director will also expand the organization's artistic and artist-led educational programs to provide year-around jazz experiences, while also working with the Executive Director to develop

revenue streams to support this. The Artistic Director collaborates with the Executive Director in the development of ensemble programs, educational programs that engage artist-educators, management and use of the Monterey Jazz Festival Archive, and the scholarship program.

The relationship between the Artistic and Executive Directors is envisioned as a collaborative one, with the Artistic Director shaping the arts identity of the organization and the roster of performances experienced by in-person and on-line audiences. Both must at times represent Monterey Jazz Festival to media, artists, individual and institutional donors, partners and the public. The relationship between the two is essential to the organization's success – business operations are structured to support the Artistic Director's role, and the Artistic Director must reciprocate by taking business and financial concerns into account in programming and artistic decisions.

Key objectives of the Artistic Director include to:

- Develop and program Monterey Jazz Festival as the world's premier jazz event, in the process providing unique benefits to artists, the audience and those connected to jazz; develop ongoing and deep relationships between Monterey Jazz Festival and all constituents of jazz;
- Continually improve and expand programs, performances, tours and commissions; develop jazz events that run throughout the year and are financially sustainable, with Monterey Jazz performances experienced in-person and on-line;
- Work closely with the Executive Director to engage artists in educational programming, development of ensembles, and productive partnerships with other institutions. The central idea focuses on jazz as an intersectional art form, whose artists and works connect with artists of other musical genres, visual artists, theatre, the culinary arts; and with educators at all levels, particularly those of American and world history. Managing education and other programs will be a primary focus of the Executive Director, and the Artistic Director and artists are expected to have a strong voice in shaping these programs.
- Retain current and develop new audiences for jazz utilizing the power of new tech, including social and digital media.

### **IDEAL EXPERIENCE AND QUALIFICATIONS**

The ideal candidate will have the following experience and qualifications:

- A deep understanding of the artists and the international arts ecosystem for jazz, blues, gospel and other musical genres associated with jazz; also desired is management experience in a performing arts organization known for innovative programming and artistic excellence; extensive experience programming jazz and other musicians is essential, and experience specifically with festival programming is strongly valued.
- An extensive background with educational & public programming would be an advantage; as would a demonstrated ability to develop strong ties with a community defined by both geography and internationally as defined by the art form itself.
- An understanding of current trends and developments in presenting musical acts in-person and online, including through live and recorded performance, through social media elements, artist-led education and programs, etc.

- The ability to work successfully with donors, community leaders, performing artists, educators, the Executive Director and the organization's Board of Directors to strengthen Monterey Jazz Festival financially and in other ways; outstanding oral and written communication skills, including the means to address issues in non-confrontational and non-polarizing ways, but nevertheless with determination; a track record as an effective advocate for artists and their art.
- Adept at planning, prioritizing, organizing and following through; a hard worker with a high energy level who welcomes accountability; a good listener and strategist; comfortable receiving input from many sources; a person who imparts trust, integrity and solidity and guides others in a similar vein; an ability to disagree without being disagreeable; a team player and team builder; someone who enjoys working in close collaboration with staff, Board and community members able to connect with a broad spectrum of constituents; a person with a sense of humor and perspective.

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