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CONSULTING GROUP

Williamstown Theatre Festival
Managing Director, Operations & Advancement

Position Profile

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WILLIAMSTOWN
THEATRE FESTIVAL

A New Chapter for Williamstown Theatre Festival

Williamstown Theatre Festival stands at a pivotal moment of reinvention and rebirth. Building on its esteemed 70-year commitment to cultivating an artistic center of growth, risk-taking, and play, while supporting some of the great works, storytellers, and performers of our time, WTF is poised to push boundaries with the theatrical work they produce and the leadership model of the Festival.

Williamstown Theatre Festival will be a place of connection—to theatre, but also to one another, to nature, to difference, to diversity, to culture. During the summer months, the Festival will offer multiple points of access to a new kind of theater-going experience. Amidst the natural environment of the Berkshires, audiences will be welcomed into a full calendar of events that expand their understanding of theater; from traditional performances to inspiring, groundbreaking experiences. Coming to the Festival in the summer will feel fully immersive, as if a participant is on a journey from the moment they arrive, to the minute they travel back home. We'll produce illuminating, thoughtful experiences that delight, challenge, and spark inspiration.

The WTF mission will be rooted in offering artists at varying stages of their careers and from around the country the agency to do the kind of work of which they've only dared to dream; and providing artists eager for meaningful learning opportunities—both professionally, and artistically—the resources that will advance them to the next stage of their careers. WTF will find new ways to supercharge their special sauce: that alchemy that happens when you gather a diverse set of artists and audiences in the Berkshires to celebrate the creativity of new theater.

Moving forward, the work will extend beyond the summer months through digital and live programming that gives audiences a peek behind the curtain into the process of the making of the Festival. It aims to begin to engage a wide array of audiences in a story well before the curtain rises, and furthers those small moments of connection through in-person storytelling. To accomplish this transformation, WTF will align with an expansive set of collaborators that will enable them to reach new audiences, and new artistic heights.

WTF has served as an important fertile ground for artistic collaboration and risk-taking. As a home for artists and audiences, it has played a special part in the American Theatre ecosystem, and now the organization is taking steps that will be a part of shaping that ecosystem's future. This is an amazing moment of experimentation in the field and at WTF, which is the very thing artists want, audiences need, and from which our world benefits.

A New Leadership Model

As part of its historic transformation, WTF is building a leadership team that is forward-thinking and ready to break new ground for the organization and the theatrical field at large. This year, WTF will transition from having the leadership of an Artistic Director as CEO model to hiring two managing directors to oversee and lead the organization. A creative collective will play a leading role in the curation of festival programming and distribute the artistic leadership beyond a single individual, a common model for global festivals. One of the managing leaders, the Managing Director, Strategy & Transformation, has been hired. TOCG is engaged with a WTF Search Committee to hire the co-leader, the **Managing Director, Operations & Advancement**.

Both Managing Directors will report to the Board, guide the staff, and share certain strategic responsibilities, including the facilitation of the creative collective. The Managing Director, Operations & Advancement will oversee the Director of Development & Communications and the Business Manager. The Producer, Director of Production & Operations, and the Artistic Associate will report to the Managing Director, Strategy & Transformation, but with a dotted line connection to the Managing Director, Operations & Advancement, as both Managing Directors will oversee the execution and production of the Festival.

The newly hired Managing Director, Strategy & Transformation, Raphael Picciarelli, will be focused on strategic planning and transforming the organization into a more sustainable entity, facilitating the creative collective (in collaboration with the other co-Managing Director), overseeing the festival experience, new business development, strategic partnerships, and overall organizational culture.

This shared leadership model ushers in a new era for the organization, strengthening its capacity in the areas of communication, transparency, accountability, and relationship building. As with any new model, this will involve a period of refinement and experimentation, so a flexible and collaborative spirit will be required.

History of Williamstown Theatre Festival

For seven decades, Williamstown Theatre Festival has brought emerging and professional theater artists together in the Berkshires to create a thrilling summer festival of diverse, world premiere plays and musicals, bold new revivals, and a rich array of accompanying cultural events. The Festival is the proud recipient of the regional Tony Award and the 2011 Commonwealth Award for Achievement, the highest cultural honor bestowed by the Commonwealth of Massachusetts.

Artists are drawn to Williamstown Theatre Festival to make great theater in an environment conducive to artistic risk-taking. Matthew Broderick, Bradley Cooper, Audra McDonald, Martyna Majok, Dominique Morisseau, Mary-Louise Parker, Susan Stroman, Sanaz Toossi, Uma Thurman, and Blair Underwood are just a few of the luminous theater artists who have

worked at the Festival. Many others, including Sterling K. Brown, Ty Burrell, Charlie Day, Kathryn Hahn, Paul Giamatti, Allison Janney, David Korins, Brie Larson, Gwyneth Paltrow, Chris Pine, Christopher Reeve, and George C. Wolfe began their careers at the Festival.

Productions and artists shaped at the Festival fill theaters in New York City and around the world. Recently, Williamstown Theatre Festival was represented on Broadway, Off-Broadway, and regionally by *The Sound Inside*, *Grand Horizons*, *The Rose Tattoo*, *The Visit*, *Fool for Love*, *The Elephant Man*, *Seared*, *Selling Kabul*, *Unknown Soldier*, the 2018 Pulitzer-Prize-winning *Cost of Living*, and *Lempicka*, which will make its Broadway debut this spring.

In the seven decades since its founding, Williamstown Theatre Festival has grown and evolved to meet the unique opportunities and challenges of each moment, yet its overarching goals have remained constant: to attract top talent, cultivate early-career theater-makers, produce reinterpreted versions of classics and new plays from gifted generative artists, and continue to attract audiences with the quality and ambition of the Festival's work.

Williamstown Theatre Festival acknowledges it is a Predominantly White Institution (PWI) located in a county that is 91% white, according to the US Census Bureau. The Festival is actively engaged in the work of becoming a more equitable, diverse, inclusive, accessible, anti-racist, and anti-oppressive institution that not only welcomes BIPOC artists and staff but nurtures an environment that allows everyone to thrive. WTF continues to analyze its seventy-year history, its past and current practices and its culture. More specific actions on these efforts can be found in a Progress Report linked [here](#).

About Williamstown, MA

Ranked as one of The 100 Best Small Towns in America, Williamstown (est. population 7,813) is a rural, collegiate town in Berkshire County (est. population 128,657), in the northwest corner of Massachusetts. With backdrops of the Berkshire, Green, and Taconic mountain ranges, it shares a border with Vermont to the north and New York to the west. It is part of the Pittsfield, Massachusetts Metropolitan Statistical Area and is an hour's drive to Albany, NY and the closest airport—Albany International.

Originally the homeland of the Mohican people, Williamstown and the Northern Berkshires are an epicenter for high caliber education, world-class art museums, Tony Award-winning theater, pristine golf courses, farm-to-table dining, charming country inns, more than 70 miles of trails, quintessential New England fall foliage, and so much more. Williamstown is home to Williams College—a critical partner to the Festival—the Clark Art Institute, and of course, the Williamstown Theatre Festival. Only 10 minutes to the east is North Adams, home to the Massachusetts College of Liberal Arts and the Massachusetts Museum of Contemporary Art (MASS MoCA)—the largest contemporary art museum in the world and also a partner to the Festival, as is The Clark.

The Berkshires is renowned as an arts mecca in the country, befittingly positioned in the rolling hills between two of America's best cities—New York and Boston. The county is approximately 75 minutes in length—from Great Barrington in the south to Williamstown in the north—and plays out the best of two worlds: it satisfies a yearning for the quiet, scenic countryside, yet also provides a treasure of culture and art. In addition to the Williamstown Theatre Festival, The Clark, and MASS MoCA, the Berkshires is home to more than 100 other world class cultural attractions, including Tanglewood, Jacob's Pillow, Norman Rockwell Museum, Barrington Stage Company, and Shakespeare & Company, to name a few. The Berkshires is also a paradise for the athletically inclined and people who simply like to take in the fresh air. From hiking to kayaking to skiing and camping, there's a myriad of choices for everyone. (Portions of this text have been sourced from Berkshires.org.)

To learn more about Williamstown and what the Northern Berkshires have to offer, visit DestinationWilliamstown.org.

Key Areas of Focus for the Managing Director, Operations & Advancement (MD)

Given the momentum of this moment at WTF, the following areas of focus will be at the forefront of the work the Managing Director will embark on:

- **Advancing change by galvanizing a variety of constituents.** This MD will enter a community eager and poised for change. With a deeply committed board, staff, alumni network, and community of patrons, the Festival will need this leader to appreciate various points of view and inspire each circle to take steps forward into a new chapter for the organization.
- **Translating vision and strategy into an organizational action plan.** With an understanding and embrace of strategic risk-taking and entrepreneurial ventures, the MD will be both an optimist and realist as they transform visionary ideas into tactical steps.
- **Building a vibrant festival destination in Williamstown.** With the goal of augmenting the traditional theater-going experience with additional events and immersive experiences, the entire WTF team will be trying out new ideas, engaging artists differently, and experimenting with platforms to build an intensified festival atmosphere in the years to come. The MD will draw on their own artistic management, event, or producing experience to bolster these efforts.
- **Stewarding the needs and goals of the anti-oppression and anti-bias work to which the organization is thoroughly committed.** While the Festival is well underway in its process to build a culture of anti-racism and anti-oppression within its operations and community, the MD will play a leading role in continuing that work, along with the Board and their co-Managing Director. As a team, they will ensure that as the organization evolves, the commitment to care of team members,

the surrounding land, and the Williamstown community is a standard operating principle.

- **Champion of relationship building.** This is a moment for the Festival to activate new partnerships, strengthen internal and external relationships, and foster greater trust within the larger theatrical and cultural field. This new MD will have a unique opportunity, given the tremendous history of WTF, to leverage greater support and create a welcoming atmosphere for a new generation of creators and arts enthusiasts.
- **Cultivating a sustainable work environment through clear communication and calm solution-oriented processes.** As chief administrator of the organization, this MD will oversee each area of the organization's work in a slightly different way, but will be called upon to set clear goals and provide accountability, with a sure-footed approach to leadership in a fast-paced festival environment.

Job Description

Position Summary

The Managing Director, Operations & Advancement is responsible for the overall business, administrative, and operational management of the organization in Williamstown, MA, and in the additional team office in New York City. The position will require substantial work in Williamstown throughout the year; therefore, WTF is prioritizing candidates who are prepared to reside in the Williamstown area (see the compensation section below regarding housing). That said, employees residing in other areas of the northeast are welcome to apply, provided they are prepared to travel frequently to Williamstown. Additional travel will be expected periodically.

The role includes leadership and oversight in the areas of festival operations (including production), fundraising and board relations, budgeting and financial management, HR, and hiring of key senior staff. Along with the Managing Director, Strategy & Transformation, this individual will manage external partnerships, artist engagement, and strategic planning to deliver the organization into its next chapter of achievement.

Duties & Responsibilities

Organizational Leadership

- In conjunction with the Board, staff, and co-Managing Director, continue to develop the Festival's strategic goals and ensure steps are taken to keep strategies on track
- In collaboration with the co-Managing Director, build a supportive culture among artists, staff members, the board, and the audiences of respect, transparency, health, and belonging
- Lead the community in creating policies that reflect the organization's commitment to anti-bias work and anti-racism, equity, and inclusion, internally and externally

- Act as a community ambassador in the Williamstown community, cultivate and reinforce relationships with Williams College, other local nonprofit organizations (cultural and otherwise), local businesses, and the community of patrons who reside in the area
- Honor the Festival's remarkable history and stand committed to the Festival's transformation, as it develops new avenues to support artists in the creation of new work and the development of their craft
- Work with the Board and co-Managing Director on annual and longer-term staff strategy to ensure the right size staff is in place throughout the year; at present, the year-round staff is 11, most of whom live outside of Williamstown other than in the summer months, and expands to 100+ for the peak of the Festival, with a current annual operating budget of \$5.8 million for 2024
- With the co-Managing Director, appoint the creative collective and build strong relationships with the artists engaged in a variety of WTF activities
- Oversee the operations of the Festival, and with the co-Managing Director, ensure that the Production staff of the Festival have the resources they need to execute successful performances and experiences
- Serve as a primary point of contact with federal, state, and local officials as well as local news media and local service agencies, in order to communicate the organization's primary goals, priorities, challenges, and concerns, as they arise
- Attend local, statewide, and national conferences as available to keep abreast of new trends and activities in the industry and play a role in the national theatrical landscape

Budget/Finance

- Lead the organization's annual budgeting process and work with staff to create budgets with clear revenue goals and realistic expense budgets
- In collaboration with the Business Manager, monitor progress to earned revenue goals and expense projections for the Festival's season and ongoing artistic needs
- Prepare and present financial results for the organization on an ongoing basis to the Finance Committee and the Full Board
- Work with the Business Manager to supervise and oversee all financial reporting and recordkeeping,
- Work with the Board's Finance Committee and Investment Committee to create long-term financial plans and forecasts
- Provide general oversight of the Festival's endowed funds (of which WTF has several), operating in accordance with Board direction
- Review and modify operations and budgets to reflect changes in financial circumstances and social factors

Revenue Enhancement

- Drive the process of creating strategy and financial goals for annual fundraising in collaboration with the Director of Development & Communications
- In collaboration with the co-Managing Director, advance ideas aimed at building more sponsorship opportunities for the Festival, including partnerships with other content/creative entities that will fuel additional revenue opportunities

- Actively participate in donor cultivation, stewardship, and solicitations in partnership with the Director of Development & Communications, co-Managing Director, and Board, including frequent interfacing with institutional funders, local and national donors, and corporate entities
- Provide leadership with the Board and Director of Development & Communications on building future campaigns to achieve the Festival's strategic goals laid out in the coming years
- Collaborate with the Director of Development & Communications on engaging alumni of WTF in the continued health and vitality of the organization
- Work in tandem with the Director of Development & Communications and the Nominating and Governance Committees on the ongoing identification and cultivation of Board prospects

Board Relations and Coordination

- Serve as primary liaison to the Board, accountable for timely, accurate, and transparent communication
- Plan Board meeting agendas with Board Chair
- Review and finalize Board meeting minutes
- Participate in Board Committee meeting planning with Committee Chairs and staff, and attend all Board committee meetings
- Lead periodic review of Bylaws with Governance Committee

People and Culture

- Assess and periodically update human resource policies, decisions, and practices, going beyond compliance to ensure that WTF is building a workplace that honors employee needs and lived experience
- Participate in the interview and hiring process for key organizational roles
- Negotiate and execute non-artistic contracts on behalf of the organization
- Act as a liaison and partner to K&K Reset, the Festival's contracted HR Consultancy

Facilities and Capital Projects

- Collaboratively lead and execute master planning for the Festival's facility needs, including the expanding demands of artistic production and experience, as well as the housing and care of artists
- Manage and strengthen the Festival's historic relationship with Williams College, and seek additional partnerships that will serve the need for creative and operational space
- Oversee the creation and robust tech platforms and content management systems for the Festival's new programming
- Play a leadership role in developing a plan to utilize a former supermarket facility, which WTF owns, for future operating needs

Qualifications:

- 10+ years of experience in performing arts or non-profit leadership; search committee is also open to leadership experience in other creative and experiential settings that may have prepared a candidate for this role

- Flexibility and forward-thinking leadership, with an ability to work as part of a respectful, energetic, and innovative team dedicated to the success of the Festival
- Fervent desire to develop new models of operation for the theater industry and to lead a team in the midst of leaping forward
- Strong capacity to build relationships with a variety of constituents, including, artists, audiences, staff members working in different capacities, Board members, funders, and local businesses
- Experience and training in anti-bias and inclusion work that is reflected in management style
- Demonstrated fundraising abilities and successful participation in direct individual and institutional strategies and asks
- High degree of comfort with financial management
- Strong written and oral communication skills
- Solid organizational, multi-tasking, prioritization, and time management skills
- Strong interpersonal skills and high level of emotional intelligence, including the ability to handle difficult or sensitive issues, manage relationships, and relate well to people across the organization
- Passion for supporting the advancement of theater makers at every stage of their career and a commitment to building a safe, welcoming, and respectful environment for artists, technicians, staff members, and patrons

A Note from Tom O'Connor Consulting Group:

Not sure you meet 100% of our qualifications? Research shows that men apply for jobs when they fulfill an average of 60% of the criteria. Yet, women and other people who are systematically marginalized tend only to apply if they meet every requirement. **If you believe that you could excel in this role, we encourage you to apply.**

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

Compensation

Williamstown Theatre Festival offers competitive compensation, with a salary range expected between \$200,000 to 250,000 and a generous benefits package that includes health, dental, life, and short-term disability insurance; a 403(b)-retirement plan; paid-time-off; and holidays.

Williamstown Theatre Festival has a series of housing options (both seasonal and year-round) that may be available for candidates relocating to the area on a below-market rental arrangement, and can be discussed on a case-by-case basis as part of an overall compensation package.

Application Instructions

The search for the Managing Director is being conducted on behalf of Williamstown Theatre Festival by Tom O'Connor Consulting Group, a New York-based executive search and consulting firm specializing in the arts and culture industries. Tom O'Connor and Brenna Thomas are leading the search process, reporting to a search committee made up of members of the Williamstown Theatre Festival Board of Directors, Staff, and artistic community.

To apply, visit the [online application](#) and submit your materials. Please use your cover letter to tell us about what you hope to bring to this role, and how your background and experience responds to the desired skills and qualities.

The priority application deadline for this search is **March 29, 2024**. Applications received by this date will be given priority consideration. While we will still accept and consider applications received after this date, we encourage you to apply as early as possible for the best chance at being considered for the position. Please note that meeting the priority deadline does not guarantee an interview. No phone calls, please.

Williamstown Theatre Festival is committed to telling diverse stories and to fostering an inclusive environment both onstage and off. We are seeking talented artists and administrators from all backgrounds, for all of our programs. WTF is an equal opportunity employer and all qualified applicants shall be afforded equal employment opportunities without discrimination because of race, color, religion, sexual orientation, national origin, age, sex/gender (including pregnancy and gender identity), disability, military status, veteran status, marital status, familial status, ancestry, genetics, or any other class or characteristic protected by federal, state or local law. Candidates from populations underrepresented in the theater field are strongly encouraged to apply. We encourage anyone to apply who feels they would excel in the position, regardless of whether you feel you meet 100% of the qualifications.