



Executive Director

Position Description and Solicitation

September 2023





About Ifetayo

Ifetayo Cultural Arts Academy empowers youth and families of African descent to achieve high levels of educational, professional and artistic excellence. As a leading Brooklyn-based institution, we inspire future generations to develop a strong African-centered cultural identity and realize their power to transform social inequity. This mission is carried out as we work to achieve the five primary objectives of the organization:

- 1.To develop cultural awareness and self-esteem by exposing youth and families to traditional African artistic forms and their evolution into contemporary cultures
- 2.To provide youth, families, and communities of African descent with the tools required to become self-sufficient and to transcend challenges that are perpetuated across generations
- 3.To support youth, families, and communities of African descent to reach their optimum potential by attaining a harmonious balance between the mind, body, and spirit and through proper nutrition, exercise, and cultural awareness
- 4.To create leaders for local neighborhoods and international communities
- 5.To develop, document and disseminate a comprehensive, African-centered approach to youth and community development



The Executive Role

The Executive Director will be committed to the organization's mission and vision, cultivating community and shaping youth development through its key programs, including the Cultural Arts Program (CAP), Rites of Passage (ROP), Marcus Garvey Cultural Heritage Program (CHP), Ifetayo Youth Ensemble (IYE), Arts Education Program (ISP), and Financial Education Institute (FEI) programs.

The Executive Director will build on Ifetayo's strength, and expand its impact through program development, staffing and human resource management, fundraising and relationship fostering. They will also be responsible for the organization's financial management and fiduciary controls. The Executive Director will serve as a spokesperson for the organization with partner organizations, donors, and volunteers. The Executive Director will partner with the Board of Directors in fulfilling the organization's mission and vision.

Position Requirements

Arts Education Programs

- Design the vision for Ifetayo's six major programs in multidisciplinary arts, youth enrichment, and family support that speaks to current students' interests and needs.
- Develop innovative and contemporary strategies to attract and enrich expert teaching artists and create inspiring learning and performance spaces.
- Shape programs and wraparound family engagements as a continuum of learning and growth in step with modern advancements and response to current trends.

Fund Development

- Solicit, cultivate, and steward relationships with foundations, government agencies, elected officials corporations, and individuals.
- Design and lead fundraising strategies, working with the board, development staff and consultants to create, execute and regularly monitor an aggressive fundraising plan.
- Establish and maintain personal relationships with the existing cohort of institutional funders and leverage their support to expand Ifetayo's donor base.
- Continually expand Ifetayo's core of individual donor prospects and actively shepherd individual donor relationships.
- Be entrepreneurial in pursuit of earned income opportunities.

Marketing, Communications & Branding

- Guide the process for promoting and building the brand identity, messaging, and promotions.
- Drive all institutional marketing and public relations, ensuring opportunistic and transparent messaging with consistent use of Ifetayo's brand.
- Create or direct all external communications targets, promoting programs and impact, and ensuring partners and public awareness.

Position Requirements ctd.

Infrastructure & Administrative Management

- Build and lead a committed team with the expertise and networks to opportunistically build, promote, and implement onsite and in school programs.
- Build, manage and assess Ifetayo's institutional infrastructure – human resources, operations, production, facility management, financial systems, information, and technology systems.
- Ensure organizational financial sustainability, overseeing all systems including budgetary processes, audits, regulatory controls, cash flow management and financial analysis; ensure sound financial structures and accurate reporting systems.
- Provide meaningful opportunities for staff development, exposure, and cohesion; engender a spirit of collaboration and cohesion.
- Develop and/or maintain effective evaluation and tracking systems used for programs, administration, and fundraising purposes.

Board Relations & Governance

- Help to identify and cultivate new board members whose talents and resources will advance Ifetayo's mission and artistic development.
- Foster productive relationships with all board members via open communication and responsiveness to issues affecting Ifetayo's strategic direction and operating health.
- Co-direct, with board executive leadership, board engagement efforts including committee structures, meeting schedules, nominating/expansion planning, and ongoing work responsibilities.

Ideal Experience

Specific expertise and qualifications for the ideal candidate may include:

- A foundation in people-centered institutions, particularly in the arts, education, and/or cultural sectors
- Success developing and executing fundraising strategies through all funding segments – individuals, foundations, corporations, and government
- Financial management acumen in budget design and implementation, accounting, and regulatory controls and reporting
- Expertise in developing and implementing strategic planning that aligns with the mission and combines internal expertise with external resources and support
- Community engagement acumen and comfort with intersecting with multiple constituencies
- Impeccable oral and written communications
- Demonstrated strong leadership and managerial skills

Personal Characteristics

The ideal candidate will be:

- Committed to Pan-African community and family principles, and instilling students and teachers with African-centered arts and education pedagogy and practice
- An inspiring and dedicated leader; able to drive a team toward a common purpose and collective progress
- Entrepreneurial and strategic, with the ability to transform concepts into practice and capitalize on opportunities
- An individual who garners trust and personifies integrity, fostering transparency and accountability, inspiring others to maximize their individual potential
- A community leader, adept at engaging partners and cultivating new mutually advantageous relationships
- A person who cultivates joy and wellbeing in the workplace

Equal employment opportunity and an inclusive and representative staff are fundamental at Ifetayo Cultural Arts Academy where employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual orientation/preference, political position, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established under law.

Compensation for this position will range from \$125k-140k plus benefits consummate with experience.

To apply for this position, please forward a resume, portfolio, and cover letter by Friday, October 27, 2023 at 5pm EST outlining your interests and qualifications via e-mail to: IfetayoED@cjamconsulting.com