

***Amherst Cinema Mission Statement:*** To inspire, inform and entertain through the universal language of cinema arts, and to serve as a cultural and educational resource for all.

## **Primary Responsibilities**

### ***Leadership***

- Provide leadership, direction and vision for the Cinema and represent the Cinema to the community, donors and members. The Executive Director leads the Cinema's response to a rapidly changing environment.
- Implement organizational mission and strategic plan.
- The ED reports to the Board, serves as an ex-officio member and works with both Board and staff to develop and modify the organization's strategy.

### ***Programming***

- Ensure that programming is consistent with the Cinema's mission and that it generates sufficient revenue.
- Create ways to deepen the cinema experience for current and future audiences.
- Integrate changing technology trends with the Cinema's vision and planning.
- Develop strategies to expand and welcome a diverse community to use, enjoy and contribute to the Cinema's facilities and programs.
- Develop programs that support the local filmmaking community.

### ***Marketing and Communication***

- Develop and implement marketing, communication and outreach.
- Represent and advocate for the Cinema in the community.
- Be a strong voice for the Cinema by sharing its mission, values and vision in public appearances and written newsletters.

### ***Finance***

- Develop the annual operating budget.
- Approve expenditures within the authority delegated by the Board.
- Ensure that sound bookkeeping and accounting procedures are followed.
- Administer the funds of Amherst Cinema according to the approved budget and financial procedures, and monitor monthly cash flow.
- Prepare and deliver reports for Board meetings which provide comprehensive details on income and expenses of the Cinema.

### ***Advancement***

- Lead the fundraising effort for new campaigns, working effectively with the Board.
- Support existing annual fundraising campaigns.
- Work with Advancement staff and Board to research funding sources, develop plans, and write funding proposals for grants from foundations, individuals and sponsors.
- Maintain and nurture existing relationships with funding sources.
- Build the Cinema's financial reserves.
- Oversee administration of donor mailing list and database.
- Continually refine and revise organizational strategies to ensure relevance.
- Develop methods and create events to nurture donors and show appreciation for their support.

## ***Administration***

- Manage staff including job descriptions, hiring, supervision and evaluation.
- Empower staff to be creative and maintain a high level of engagement.
- Maintain relationships with the Arthouse Cinema community on a national level.
- Oversee maintenance of equipment and facilities.
- Commit to service for everyone in our region with increased attention to underserved communities.
- Commit to accessibility above and beyond ADA compliance.
- Maintain systems and processes necessary for effective operations.
- Comply with all legal requirements.
- Establish an effective relationship with the Board to ensure open and transparent communication.
- Manage Board and committee meetings.