



# WORKHOUSE ARTS CENTER

A PROJECT OF THE **WORKHOUSE ARTS FOUNDATION**

## POSITION GUIDE

**Organization:** Workhouse Arts Foundation, Inc.  
**Position:** President/Chief Executive Officer (CEO)  
**Reports to:** Board of Directors  
**Location:** Lorton, Virginia

WORKHOUSE ARTS FOUNDATION, INC.	WORKHOUSE ARTS CENTER	VALUES
Grows and supports a vibrant arts center that offers engaging opportunities and inspiring experiences in visual arts, performing arts, history, and education	A regionally and nationally recognized innovative collaboration of visual and performing arts, education, community engagement, historical perspective, and personal enrichment	High-Quality Arts and Education Fiscal Responsibility Exemplary Governance Community Engagement

### ABOUT THE WORKHOUSE ARTS CENTER

The Workhouse Arts Foundation, Inc. (WAF) is a not-for-profit 501(c)(3) corporation in the Commonwealth of Virginia and operates the Workhouse Arts Center (Workhouse). The Workhouse is housed in the former Workhouse prison facility of the DC Correctional Complex in Lorton, VA, that opened in 1910. After closure in 2001, its founders in cooperation with Fairfax County leadership transformed the site into a community arts center where people could learn about and participate in art making; be inspired by the region’s and nation’s best artists; experience visual and performing arts talent; and come together for festivals and community building opportunities.

Opened in 2008, the Workhouse currently consists of 11 large buildings on a 55 acres campus, housing artist studios, main galleries, classrooms, dance studios, music rooms, the W-3 Theatre, and the recently opened Lucy Burns (Suffragist) Museum. It also includes outdoor performance and event spaces.

The Workhouse supports core programs in the visual arts, performing arts, arts education, and art of movement. It also supports our museum (the Lucy Burns Museum) and the Workhouse Military in the Arts Initiative. Further, over 70 professional and emerging artists are provided affordable studios and galleries in which to exhibit their work; present numerous annual art exhibitions throughout the campus; and deliver numerous theater and musical performances and events throughout the year. Visitors can view the art and are encouraged to interact with the artists when they visit. The Workhouse also offers over 800 arts education classes and workshops in a broad spectrum of art disciplines.

The Workhouse has an annual budget of over \$3M, supported through tuition and ticket sales; generous donations from the surrounding community and the Washington D.C. Metropolitan Region; public and private grants; and generous in-kind support from Fairfax County. Fairfax County owns the buildings and campus grounds at the Workhouse and contributes significantly to support those operations. Currently, the Workhouse has a staff of over 20 and is governed by a dedicated 22-member Board of Directors.

To learn more about the programs and activities at the Workhouse Arts Center, please visit <https://www.workhousearts.org>.

### **THE OPPORTUNITY**

The Workhouse is poised to advance its mission in new and exciting ways in the coming years as further development of the campus remains a priority for the Board of Directors. The next President/CEO will have the opportunity to work with a dedicated Board, Fairfax County, and committed donors to realize the vision to transform the Workhouse into a prominent core community resource and regional destination. The future Workhouse will offer expanded programming that reaches a wider and more diverse audience. This is an amazing opportunity to creatively build and grow this unique center.

The vision includes sustained development of the campus, specifically through the activation of more buildings on the property and expanded programming in performing arts. Working in partnership with Fairfax County and the business and philanthropic communities of Northern Virginia, the President/CEO will build the successful revenue model needed to support larger scale projects within the campus and in collaboration with other entities, ensuring that the strategic priorities of the Workhouse are financially sustainable.

This effort will be primarily focused on elevating the philanthropic potential of the organization through the engagement of high-level donors, corporations, and other private and public resources. In addition, the President/CEO will work with senior staff and the Board to expand resources and revenue at the Workhouse, ensuring that the revenue model satisfies both the project-specific and operational needs moving forward.

The President/CEO will lead efforts to expand awareness of the Workhouse among new markets and constituents, engaging a wider and more diverse audience in the life and work of the Workhouse. This visibility will be important at all levels, including the private sector, regional government, the philanthropic community, and the general public.

## **POSITION SUMMARY**

The President/CEO has overall responsibility for maintaining and enhancing the mission of the Workhouse, serving as the principal representative of the organization, and collaborating with its external stakeholders with the goal of expanding the organization's donor relationships, programming, partnerships, and networks.

The President/CEO provides overall leadership of the Workhouse and direction to the senior staff by working together to formulate the strategic direction of key departments to ensure program growth, high-quality process, financial strength, and sustainable infrastructure to meet the goals and mission of the Workhouse. Embedded with this leadership is a focus on fundraising and the generation of high-impact philanthropic revenue to support the Workhouse mission. The President/CEO is responsible for expanding partnerships, relationships and increasing philanthropic potential with existing and potential donors.

The President/CEO, working with the Chief Operating Officer (COO), is the key business leader of the Workhouse. An essential responsibility is engaging in effective business development and seeking new ventures to grow the Workhouse and build a strong, productive relationship with the Board of Directors and Fairfax County. Working with the COO, the President/CEO has the responsibility for establishing and developing budgets, forecasting the Workhouse's future financial position and needs; developing and executing sound business policies and procedures; building a strong internal culture of success through exemplary practice and teamwork, and hiring and managing exceptional staff. Finally, the President/CEO maintains overall responsibility for delivering a high-quality visitor experience that provides interactive and innovative events, community engagement, and educational programs.

## **CANDIDATE PROFILE**

The Workhouse seeks an innovative, visionary, and demonstrated leader with a passion for engaging others in the arts while delivering a fiscally sustainable, high-quality experience to members of the public. This exceptional leader will accomplish financial stability through solid programming, marketing, fundraising and business practices.

The successful candidate must possess demonstrated leadership skills in motivating staff, providing clear and thoughtful decision-making with sound judgment, and addressing difficult challenges in a timely, resourceful, diplomatic, respectful, and informed manner. The candidate will be transparent and strategic, possessing excellent communication skills and proven ability to attract and hire quality and effective staff. Experience working with Boards to elevate their engagement and performance to a new level is required.

The candidate will have demonstrated success in high-level fundraising leadership that includes the acquisition of major gifts and grants from foundations, corporations, individuals and the public sector at the local, state and national level. A proven track record of high-dollar (\$250K and above) fundraising from corporate and philanthropic organizations is required. It would be particularly helpful if the candidate has a background of launching innovative programs resulting in long-term funding and stable revenue streams.

We seek a leader with a proven ability in developing operating strategies that are financially sustainable, especially within a nonprofit organization. This includes competencies in selecting and directing senior leaders, financial and program analysis, and enhancement of both earned income and philanthropic revenue. The candidate will possess significant knowledge of effective accounting practices; building and tracking budgets; assessing IT needs and solutions, and success in developing and implementing successful financial strategies to significantly grow an organization.

The candidate will have a demonstrated ability to build the organization’s offerings and extend its reach through both the development of new, innovative, and effective programming as well as through the engagement of new and diverse audiences. As the key strategic leader, the candidate will possess the ability to build awareness of the Workhouse and its offerings and embed it as an institution that serves as a prominent central gathering place for the surrounding community and as a destination that offers quality programming to visitors throughout the Washington, D.C. region and beyond.

A candidate with a leadership style that promotes creativity, accountability, resourcefulness, transparency, efficiency, and a predilection toward action and excellence across the entire team would be highly valued. Additionally, the candidate must be trustworthy and display a high level of respect, humility, loyalty and personal integrity.

Successful candidates should possess at least five years of demonstratable leadership experience as a CEO, Executive Director, or in a related position at a nonprofit, foundation, government or industry. Leadership experience with the arts, education, philanthropy, history and/or historic presentation or related professions would be valued. In addition, the candidate is required to have at least a bachelor’s degree. A master’s degree is preferred.

**APPLICATION REQUIREMENTS**

To apply, please send a current resume and letter of introduction to the Workhouse Arts Foundation, Inc. Search Committee at [CEOSearch@workhousearts.org](mailto:CEOSearch@workhousearts.org). The Workhouse Arts Foundation, Inc. is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.