



Position Profile

Executive Director

Willie Mae Rock Camp for Girls

Brooklyn, New York

Willie Mae Rock Camp for Girls, an award-winning music and mentoring organization serving girls across New York City, seeks a dynamic and energetic leader to serve as its next Executive Director. The person who assumes this position will implement the recently completed strategic plan and propel the organization for further growth. The incoming Executive Director will succeed our inspiring Founding Director, Karla Schickele, who has led the organization for over ten years.

THE ORGANIZATION

Mission and Organization Overview

Founded in 2004, Willie Mae Rock Camp for Girls is a non-profit music and mentoring program that serves girls, women, and gender non-binary / gender non-conforming youth and adults in New York City each year through a variety of music and social justice programs. The mission is to empower girls and women through music education and activities that foster self-respect, leadership skills, creativity, critical thinking, and collaboration.

The organization brings together girls, women, and gender non-binary / gender non-conforming youth and adults from diverse communities and encourages them to explore self-expression through music, hone their critical thinking skills, build meaningful alliances, develop confidence in making healthy choices in their lives, and bring about positive change in their communities and in the world.

Serving more than 500 students, ages 5-18, the organization offers summer camps, after school programs, summer fellowships, community events, and ongoing mentoring support at locations throughout New York City, and at its Brooklyn headquarters, Willie Mae Music Lab. The programs include music instruction, workshops, the chance to write and perform original music, performances by visiting artists, and other activities, all provided in an environment that strives to be supportive and inclusive to all participants.

The organization's annual operating budget is under \$500,000. The staff consists of three full-time and four part-time staffers, seasonal staff, and an active volunteer base of more than 150 adults who provide instruction, lead workshops, and serve as mentors at the organization's summer programs.

Willie Mae Rock Camp for Girls has received the Union Square Arts Award for excellence in arts and social justice programming and the Susan B. Anthony Award from the New York City chapter of the National Organization of Women. Its work has been covered by The New York Times, O and Elle magazines, MTV, National Public Radio, and many other media outlets.

Willie Mae Rock Camp for Girls is a founding member of the Girls Rock Camp Alliance, an international coalition of girls rock camps.

Organization History

Willie Mae Rock Camp for Girls was founded in 2004 by a group of New York City women musicians as a grassroots effort. The inaugural camp session in 2005 was held at the New York Society for Ethical Culture in Manhattan, and 66 campers attended. Over the years, Willie Mae Rock Camp for Girls' program offerings have grown significantly; the summer program for ages 8 - 18, now known as Girls Rock! Camp, more than doubled in size in its second year, and now runs at full capacity. The organization has developed numerous additional programs, including Rock Camp Jumpstart for ages 5 - 7; Ladies Rock Camp; year-round after school programs at NYC public schools; Bang a Drum! Raise Your Voice!, a protest music program held over MLK weekend; and most recently, Arts and Activism, an after school and paid summer fellowship program for teens that focuses on digital media and social justice.

The camp is named after Willie Mae “Big Mama” Thornton, a seminal blues and rock performer/songwriter.

Accomplishments

The organization’s major accomplishments include the following:

Developing outstanding, unique programs. The organization has provided 12 program seasons of joyous, raucous, transformative summer experiences girls and gender non-conforming youth from 58 NYC zip codes.

Fostering youth leadership. Recent programs have greatly increased the participation of teens and young adults in program planning as well as mentor and leader roles. The organization also welcomes back a growing number every year of former campers who return as volunteer mentor camp counselors, instructors, and workshop leaders.

Nurturing bands led by girls and gender non-conforming youth. Bands formed at and/or mentored by Willie Mae Rock Camp for Girls have played shows at Lincoln Center Out of Doors, Madison Square Garden, SummerStage, Joe’s Pub, the Restoration Rocks festival, and numerous other noted NYC cultural institutions and venues.

Demonstrating a commitment to organizational sustainability. The organization has participated in several internal and external capacity-building initiatives to strengthen the organization in the short- and long-term. In 2015, the organization celebrated its tenth anniversary with a year-long program of events, culminating in its most successful fundraising event to date, and attracted a record number of new donors. The organization is now conducting its first strategic plan.

To learn more about Willie Mae Rock Camp for Girls, please visit <http://williemaerockcamp.org/>

THE POSITION

The Executive Director oversees a lean staff of two full-time and four part-time employees, in addition to dozens of volunteer Rock Camp Organizers, and reports to a 10-member board of passionate and diverse women.

With a recently crafted strategic plan and solid programming in place, the Executive Director position offers the opportunity for a resourceful leader with a unique combination of skills to manage across all functions of the organization, ranging from fundraising and budgeting, to human resources and programming, all while acting as the organization’s champion and primary spokesperson. In addition to having the requisite professional expertise, the ideal candidate will embody the spirit of camp and the belief in the transformative power of music.

This is a full-time position located in Brooklyn, NY with an anticipated start-date of January 2017. Compensation is commensurate with experience. Benefits include health insurance, paid vacation, personal days and holidays.

Near term priorities for the Executive Director will include:

- Understanding the culture and values of camp through immersion: listening to and learning from stakeholders including campers, volunteers, staff, Board and funders
- Guiding the organization through the recently adopted strategic plan
- Hiring a Program Director and other key personnel for the staff

Key Responsibilities of the Position

- Lead fundraising efforts in conjunction with Development Manager and the Board; maintain and cultivate relationships and share the vision of WMRC with funders across the resource spectrum including individuals, government agencies, foundations and corporations.

- Manage, nurture and inspire staff and volunteers in a collaborative, supportive and respectful environment. Hire and train staff, conduct performance reviews, develop personnel guidelines.
- Advocate for Camp among all stakeholders, funders and partners through speaking, writing and participating in events, expressing and demonstrating how our music programs foster our core values of youth empowerment, inclusiveness, collaboration, mentoring, community building, volunteerism, respect for one's self and for all others.
- Prepare and monitor annual organizational budget, review budget with Board, meet monthly with Business Director. Provide materials for tax returns, and other legal documents.
- Build on our award-winning music programs to deepen the organization's impact on the girls we serve, empowering them through the life-changing experience of making music with other girls.

Experience and Attributes

Ideal candidates will share our passion for music as an agent for change and will have a wide array of proven leadership, management and communication skills necessary to run a small organization. Experience and attributes include:

- Proven track record leading a small organization or department, with expertise across many areas.
- A charismatic personality who can embrace the unique culture of our organization and share our values with a broad group of stakeholders.
- Demonstrated ability in fundraising from across the resource spectrum.
- Programmatic experience related to music, youth, social justice or other areas compatible with our mission.
- Minimum 10 years' experience, with 5 years in leadership roles.
- Personal or professional relationship with music preferred.
- Bachelor's degree required.

APPLICATION PROCESS

To apply, email resume, cover letter and salary requirements to: edapplications@williemaerockcamp.org. Resume review will begin immediately, with phone screenings followed by first round interviews in October. Second round interviews will take place in November, and a decision will be made by the board shortly thereafter. An offer will be extended to the desired candidate in December.

Willie Mae Rock Camp is strongly committed to diversity and provides equal employment opportunities to all employees and applicants. We do not discriminate on the basis of ethnicity, religion, gender identity or expression, sexual orientation, age, ability, marital status or national origin. We celebrate, and are inspired by, our differences and welcome all qualified candidates to apply.