



JOB DESCRIPTION

Director of Arts & Entertainment

Organization Overview:

The Butchart Gardens offers 22ha (55 acres) of floral display located on the Saanich Peninsula near Victoria, British Columbia. We are a National Historic Site of Canada and continue to be privately owned by the Butchart family. The Butchart Gardens is entering its 121st year and welcomes almost 1 million visitors each year. We are open year-round, and visitors can experience something wonderful and different in every season.

Position Overview:

The Director of Arts & Entertainment leads a diverse department of creative staff, providing art direction within established guidelines that meet the needs and wishes of the Owner, and furthers the established goals of the Company. Reporting to the Owner and CEO, the Director oversees the creative process from concept to realization ensuring it is in keeping with The Gardens history and style. This position collaborates closely with senior management of other departments to deliver departmental and company artistic needs. Along with the department manager and supervisors, the Director is required to maintain high staff morale, productively leading and developing staff in a positive and supportive environment. Timely and candid communication with the Owner and CEO is required on a weekly basis. Creativity and flexibility are important leadership attributes, as are the abilities to listen, implement direction and work in a team environment among departments.

Primary Responsibilities:

Work with Arts and Entertainment staff to deliver the following:

Graphic Arts

- Working with the PR, Sales & Marketing Department, Owner and CEO, to protect and develop the visual image of The Butchart Gardens through its branding and market presence
- Maintain and explore refinement of existing support to Food Services, Gift Store, PR/Sales/Marketing, Visitor Services, Administration and other departments for needs such as website and social media, restaurant menus and supporting special projects or events
- Maintenance and development of company signage and way finding programs both on and off property
- Oversee the development of graphic support opportunities for new company initiatives and explore improvement of existing programs

Photography

- Initiate the collection of photographs for marketing and archival purposes (including social media)
- Collaborate with PR/Sales/Marketing, Administration, Gift Store and other departments as required to provide artistic vision for photographic style and composition, while balancing the need to provide the commercial type of photographs that departments require to meet their objectives.
- Determine need for photo shoots for historical documentation and schedule accordingly
- Collaborate with Director of Marketing and fulfill wishes of the Owner with respect to photographic images used

Visual Arts

- Produce and propose paintings, illustrations, drawings and/or maquettes to seek approval and provide the Owner with a clear picture of proposed projects
- Create any technical or support drawings necessary in order to bring designs to realization
- Maintain the integrity of both the Christmas Display as well as Summer Lighting, communicating to the Owner and CEO in timely fashion about any required or recommended changes
- Develop new display ideas and present them to the Owner and senior management for approval for the Christmas and summer shows
- Provide creative input to Gift Store management and Visual Arts staff with respect to merchandising and merchandise display
- Evaluate artistic results and provide the owner with feedback when requested

Fireworks

- Preserve the creative design of The Gardens' firework legacy, using products and techniques as close as possible to the original design created by Christopher Ross. Ensure the Owner and CEO are updated frequently about necessary and recommended substitutions that are required to maintain show integrity, safety or compliance.
- Maintain a strong relationship with the Federal Explosives Regulatory Division and ensure crew familiarity and compliance with applicable regulations
- Maintain magazine storage locations and work areas according to federal and any applicable provincial regulations
- Collaborate with CEO to ensure a strong working relationship with the Fire Chief/local authority having jurisdiction, and apply for weekly permit from Central Saanich Fire Chief
- Stay abreast of emerging regulations and practices
- Ensure the efficient procurement of goods necessary for summer shows
- Collaborate with the Director of Horticulture to maintain site integrity and with the Director of Maintenance for prop construction
- Oversee the set up and execution of each performance
- Provide written report to the Owner and CEO after each performance

Entertainment

- Provide direction and support to entertainment staff for booking and arranging stage and other seasonal entertainment
- Ensure the safe/efficient preparation and set up of performance areas
- Oversee integrity and quality of the Summer Entertainment program, motivating further development where appropriate and working to ensure successful Special Events
- Ensure individual performances meet The Gardens quality standards
- Suggest additional performance opportunities
- Provide support to other departments where special events require entertainment assistance
- Evaluate equipment for suitability and determine changes and set up of performance areas

Administrative

- Establish and ensure adherence to company policies, budgets, schedules, work plans and performance requirements
- Provide mentorship, document feedback and provide annual performance evaluations to staff
- Determine and monitor staff responsibilities to ensure workloads are reasonable and that staff are working safely

- Create and maintain motivation in conjunction with the established company performance management system
- Ensure department safety protocols are being trained, followed and improved on a consistent basis
- Document and objectively investigate safety incidents and ensure reporting to Health & Safety
- Determine appropriate training and performance development
- Ensure the smooth operation of the department on a day-to-day basis including seven day per week coverage when required
- Participate in weekly reporting meetings with the Owner and CEO

Education and Experience:

- MFA Degree or equivalent professional qualification
- 10-15 years' experience in the Arts with relevant knowledge of the entertainment industry
- Experience leading a diverse team
- Experience in all aspects of developing and maintaining large shows and displays
- A successful history in design and execution of artistic concepts
- Comprehensive understanding of lighting and design
- Relevant and current industry knowledge that draws from broad experience in theatrical entertainment
- Excellent project management and leadership skills
- Passionate about arts and entertainment
- Demonstrated budgeting competency
- Consideration will be given to experience specifically related to excellence in performing arts

Key Competencies:

- Collaborative: flexible and adaptable, good listener and communicator, innovative, ability to multi-task
- Strong leadership: skilled at motivating and inspiring high performance and ensuring positive team morale
- Demonstrated analytical and conceptual problem-solving ability
- Strong organization, planning and project management skills
- Excellent oral and written communication skills, including presentation skills
- Knowledge of Adobe Suite products including Illustrator, Photoshop, InDesign, as well as AutoCad
- Professionalism is always expected

This is a full-time, year-round position with a 6-month probationary period. Shifts will be primarily 7:00am – 3:30pm Monday to Friday although some overtime, evening and weekend work should be expected during peak summer and Christmas seasons. We offer competitive wages of \$120,00.00 - \$150,000.00 (depending on experience and qualifications), 3 weeks' vacation (plus an additional 2 weeks paid staff holiday during The Gardens closure each year), flexibility for time off, a comprehensive benefit package, and matched RRSP benefits, following the 6-month probationary period. The position will commence at a mutually agreed upon date.

Only candidates legally permitted to work in Canada will be considered.