



# APPALACHIAN CHAMBER MUSIC FESTIVAL



## GENERAL MANAGER RECRUITMENT PACK

[www.appalachianchamber.org](http://www.appalachianchamber.org)





# Welcome

Thank you for your interest in joining the team at Appalachian Chamber Music Festival. ACMF is at a key moment in its journey and this is an exciting time to become part of the team.

Having completed 5 years of music-making and educational activity in West Virginia, ACMF is ready to take the next steps in its development as an organization, and secure its future as an integral part of the community and cultural offer in the region. What started as a passion project 5 years ago, the culmination of years of imagining and plotting, has now become a vital business in Jefferson County. In just 5 years, the size of our business has grown five-fold, and we are now taking these vital steps to underpin our world-class performances with the highest level of executive management.



I look forward to hearing from you and finding out more about your interest in ACMF.

A handwritten signature in black ink that reads 'Katie Tertell'.

Katie Tertell  
Artistic Director

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## Appalachian Chamber Music Festival



Inspired by the natural beauty and charm of Harpers Ferry and driven by her love of chamber music, cellist Katie Tertell founded the Appalachian Chamber Music Festival in 2021. Katie believes that music has the power to bring us together. No matter your age, tastes, background, ethnicity or creed, sharing an intimate musical experience has the potential to change lives by reminding us what it means to be alive. Katie draws inspiration from ACMF artists who are also friends - people who are united by this ethos and want to make the world a better place by sharing our enthusiasm and love of music. We strive to illuminate the ties between all music.

ACMF melds world-class chamber music performances, collaboration and outreach, with the rich and inspiring history, nature and culture of Harpers Ferry, Charles Town, Jefferson County and surrounding areas. We are all about bringing music to audiences in new, meaningful and accessible ways! We celebrate what is already here on a world stage, while striving to further enrich the region through our shared love of music. We work to elevate and amplify local businesses and organizations as we celebrate and preserve the unique nature, history and culture of the area.



# Vision & Mission

## *History, Nature, Culture*

The Appalachian Chamber Music Festival will serve as a model of excellence for leveraging the power of chamber music to enrich communities, foster lifelong learning, and create lasting connections between people.

Inspired by the region's history, nature, and culture, the Appalachian Chamber Music Festival brings the art of chamber music to audiences across Jefferson County and beyond, offering exceptional experiences that enrich lives.



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## Structure

ACMF activity takes place in July, August, December and January of each year.

<b>Summer Education Program</b>	Adult Chamber Music Weekend Strings Camp for Kids
<b>Summer Festival</b>	12-14 days / 12 concerts
<b>Winter Residency</b>	5 days / 4 concerts
<b>Winter Education Program</b>	New Year Adult Chamber Music Weekend

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## Statistics in 5 Years

<b>70 performances</b>	<b>31 days of educational programs</b>	<b>5,000 tickets sold</b>
<b>250 unique works by over 120 composers</b>	<b>11 Commissions of new works</b>	

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## Geography

ACMF is headquartered in Harpers Ferry, West Virginia, a historic town renowned for its strategic Civil War significance, the 1859 John Brown abolitionist raid, and its beautiful location at the confluence of the Potomac and Shenandoah rivers. Sitting at the mid-point of the Appalachian Trail, Harpers Ferry is not just our home, it is our inspiration, where history, nature and culture come together in the most beautiful way. Looking over this view, Thomas Jefferson wrote “This scene is worth the voyage across the Atlantic” at the site now known as Jefferson’s Rock.

ACMF performs in community focused venues where we can create the most intimate environments with our audiences. Our focus is Jefferson County, West Virginia but we also expand our reach into Virginia with performances in Loudoun County, Clarke County, and Frederick County.

Regular performance locations include:

**Shepherdstown, WV** - The Train Station, Opera House and Shepherd University;  
**Charles Town, WV** - Happy Retreat, and Zion Episcopal Church,  
**Harpers Ferry, WV** - Camp Hill-Wesley United Methodist Church and Storer College.  
**Purcellville, VA** - Barns of Rose Hill  
**Hillsboro, VA** - Old Stone School House



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## Musicians and Music



ACMF Musicians come together from across the USA and Europe to be part of a festival that brings them closer to audiences and communities. Each musician is a leading performer in their area and is committed to the values of ACMF and their passion for performing chamber music.

ACMF Musicians who take part in the festival immerse themselves in the region and the culture, living together on site in Harpers Ferry and making the most of all the region has to offer.

ACMF strives to push the boundaries of what being part of a musical community is all about and this is showcased in the performances. Whether it’s every musician taking part in a performance of Copland’s Appalachian Spring in Barns of Rose Hill, or a duo performing outside a coffee shop in Harpers Ferry, every musical moment is the embodiment of the ACMF culture.





# General Manager

## Role Description - February 2026

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<b>Title</b>	General Manager
<b>Reports to</b>	Artistic Director
<b>Supervises</b>	Marketing and Communications Coordinator, festival assistants, festival volunteers
<b>Desired Start Date</b>	April 1, 2026
<b>Classification</b>	Independent Contractor (1099); Part-time, Exempt; Approximately 15-20 hours per week, depending on festival schedule and annual operations cycle
<b>Term</b>	Initial term of 12 months. Contract renewal contingent on performance and organizational needs.
<b>Annual Salary</b>	\$28,000
<b>Location</b>	This is a remote position based in the United States. The General Manager should be based within reasonable commuting distance of Harpers Ferry, WV. Travel to/from festival venues and for festival business across West Virginia, Virginia, and Maryland is required. Personal vehicle required. Lodging accommodations for festival activity can be provided.

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### Position Summary

The General Manager for ACMF is a senior leadership role at the heart of the organization, working in close partnership with the Artistic Director to deliver an ambitious and high-quality music festival. The role carries significant strategic and operational responsibility, ensuring that artistic ambition is underpinned by robust administrative and financial oversight and effective organizational management. The General Manager acts as the central coordinating point of the festival, translating artistic vision into practical, deliverable plans.

Spanning administrative and financial management, operations, fundraising, communications, and full festival delivery, the role connects Board, artistic leadership, musicians, venues, donors, and audiences. It provides continuity across planning cycles, drives organizational accountability, and leads on the detailed logistics that enable the festival to operate at a professional standard.

As a key point of contact for stakeholders and a line manager to staff and volunteers, the role is critical to both the strategic development and successful realization of the festival each year.

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## Key Responsibilities

### Governance & Management

<b>Governance</b>	<ul style="list-style-type: none"> <li>● Support the Board President in the development, review, and implementation of organizational policies and ensure legal compliance.</li> <li>● Work in collaboration with the Artistic Director and Board President to develop, review, and implement organizational policies and procedures.</li> </ul>
<b>Board Meetings</b>	<ul style="list-style-type: none"> <li>● Prepare reports for Board meetings, ensuring accurate, timely, and insightful information is provided to support informed decision-making.</li> </ul>
<b>Organizational Planning</b>	<ul style="list-style-type: none"> <li>● Lead annual and strategic planning, establishing clear milestones, goals, and performance indicators. Monitor progress and ensure delivery against objectives.</li> </ul>
<b>Line Management</b>	<ul style="list-style-type: none"> <li>● Provide effective line management to the Marketing and Communications Coordinator, including setting objectives, regular supervision, and supporting development.</li> </ul>

### Financial Management

<b>Annual Budget</b>	<ul style="list-style-type: none"> <li>● Develop the annual organizational budget in collaboration with the Artistic Director and Board Executive Committee.</li> <li>● Provide regular financial updates and reports, ensuring leadership and the Board have clear oversight of income, expenses, cash flow, and forecast performance.</li> </ul>
<b>Financial Management &amp; Reconciliation</b>	<ul style="list-style-type: none"> <li>● Support the Treasurer with monthly reconciliation across financial platforms, including Stripe, QuickBooks, and Ticket Tailor.</li> <li>● Work with the Treasurer to ensure appropriate coding of income and expenses and maintain accurate financial data capture.</li> <li>● Update and maintain the organization's budget tracking spreadsheet.</li> </ul>
<b>Annual Returns &amp; Tax</b>	<ul style="list-style-type: none"> <li>● Liaise with the Treasurer, CPA, and Tax Volunteer to support the preparation of annual returns and tax filings.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li>● Manage the processing, recording, and secure storage of incoming invoices. Oversee payment processes, ensuring timely and accurate payments in line with organizational procedures and financial controls.</li> </ul>

### Fundraising and Communications

<b>Strategy</b>	<ul style="list-style-type: none"> <li>● Develop annual and long-term funding strategies to secure earned and contributed revenue necessary to achieve operational and programmatic goals.</li> </ul>
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>● Build and maintain relationships with active and prospective donors, sponsors, and other supporters.</li> <li>● Create and foster relationships with local constituents in surrounding communities and to enhance the organization's public image.</li> <li>● Create and execute marketing strategies to increase awareness of the festival, grow community engagement, and build and retain audiences.</li> <li>● Lead on Corporate Sponsorships, Grant Applications, and Fundraising Events. Oversee calendar of application and report deadlines.</li> </ul>

<p><b>Donors</b></p>	<ul style="list-style-type: none"> <li>● Lead on the preparation and distribution of all individual giving acknowledgements, ensuring timely, accurate, and personalized communications that reflect the organization’s values and support strong donor stewardship.</li> <li>● Maintain donor communication templates and records in line with data protection requirements and organizational processes.</li> </ul>
<p><b>Comms</b></p>	<ul style="list-style-type: none"> <li>● Represent the festival across the region and promote the festival across personal and professional networks.</li> <li>● Supervise the Marketing and Communications Coordinator in the management of the bi-monthly digital newsletter, social media, and website.</li> <li>● Lead on the commission and purchase of printed assets, advertising and distribution services.</li> </ul>

### Artistic and Festival Planning

<p><b>Long-Term Planning</b></p>	<ul style="list-style-type: none"> <li>● Lead strategic planning and execution to ensure organizational sustainability and financial stability</li> <li>● Support the Artistic Director in the development and delivery of long-term artistic plans.</li> <li>● Create and maintain associated planning documents and workflows.</li> </ul>
<p><b>Artists &amp; Repertoire</b></p>	<ul style="list-style-type: none"> <li>● Lead on artist contracting processes, including drafting, issuing, and managing agreements.</li> <li>● Source sheet music in collaboration with the Artistic Director. Obtain public performance licenses (ASCAP/BMI) and maintain compliance with respective contracts and fees.</li> <li>● Create and maintain associated planning documentation and workflows.</li> <li>● Create all pre- and post-festival communications with artists and participants including information sheets, welcome packets, and surveys.</li> </ul>
<p><b>Venues and Logistics</b></p>	<ul style="list-style-type: none"> <li>● Secure and manage concert venue bookings with responsibility for booking forms, contracts and payments.</li> <li>● Oversee logistical planning, including technical requirements and coordination with venue teams.</li> <li>● Book festival suppliers, including photographers, sound engineers, and piano tuners.</li> </ul>
<p><b>Scheduling</b></p>	<ul style="list-style-type: none"> <li>● Work with the Artistic Director to develop and maintain detailed rehearsal and performance schedules.</li> </ul>
<p><b>Box Office</b></p>	<ul style="list-style-type: none"> <li>● Work with the Artistic Director to set ticket prices, packages, and offers for festival concerts.</li> <li>● Support the Marketing and Communications Coordinator to set up the online box office platform.</li> <li>● Produce regular sales reports and provide insights to the Artistic Director.</li> </ul>

## Festival Management

<b>Delivery</b>	<ul style="list-style-type: none"> <li>● Lead on operations and logistical delivery of festival and education activities.</li> <li>● Oversee the transportation of equipment and the sourcing of consumable materials.</li> <li>● Lead on Front of House presentation and audience welcome. <ul style="list-style-type: none"> <li>○ Front of House / Box Office Management</li> <li>○ Merchandise Management</li> <li>○ Daily Reconciliation</li> </ul> </li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>● Act as the first point of contact for artists, donors, audiences and stakeholders.</li> <li>● Lead on daily communications updates and scheduling for artists</li> <li>● Recruit, hire, train, and supervise Festival Assistants and Festival Volunteers, including overseeing: <ul style="list-style-type: none"> <li>○ Venue Set-up and Pack-down</li> <li>○ Stage Management</li> <li>○ Audience Catering</li> <li>○ Artist Catering</li> </ul> </li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>● Other duties as required by the President and Artistic Director</li> </ul>

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## Qualifications

### Preferred

- Experience in a senior management or leadership role within the arts, festivals, or cultural sector.
- Experience working closely with senior stakeholders (e.g. Board members, Trustees, Artistic Directors, or senior leadership).
- Experience of managing complex projects from planning through to delivery, including logistics and stakeholder coordination.
- Strong financial management skills, including budgeting, monitoring income and expenditure, and financial reporting.
- Excellent organizational skills with the ability to manage multiple workstreams, prioritize effectively, and meet deadlines.
- Experience of contract management and working with artists, venues, or external suppliers.
- Strong written communication skills, including report writing and preparation of formal documentation.
- Experience of line management and the ability to lead, motivate, and support staff and volunteers.
- High level of accuracy and attention to detail, particularly in financial and administrative processes.
- Ability to work independently, exercise sound judgment, and take initiative within a freelance structure.
- Commitment to the organization's artistic vision and values.



## Desirable

- Experience working on a music festival or within classical / chamber music program
- Knowledge of charity governance and compliance requirements.
- Familiarity with financial platforms such as QuickBooks, Stripe, or ticketing systems.
- Experience managing box office systems and ticket pricing strategies.
- Experience of education or community engagement program delivery.
- Understanding of fundraising strategy development and donor stewardship.
- Experience supporting or contributing to fundraising activity, including grant applications and/or corporate sponsorship.

## Other

- This position is classified as an independent contractor (1099), and as such, responsible for all related employment taxes. This position does not include a benefits package.
- A U.S. driver's license and access to a vehicle are required

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## Application Process

To apply for this position, please submit the following:

- **An application letter of no more than 2-sides.**
- **An up to date resume**
- Applications should be submitted to Craig West - [craig@appalachianchamber.org](mailto:craig@appalachianchamber.org)
- For an informal chat with a member of the team, please contact Craig West

## Timeline

- **Informal chats:** Ongoing while the role remains open
  - **Deadline for Applications:** March 30, 2026 - 9am Eastern
  - **Interview:** Week Beginning April 20, 2026
    - First Round Interviews will take place on-line
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