



Crooked Tree Arts Center Job Description for Events Coordinator

As the **Events Coordinator** at Crooked Tree Arts Center - Petoskey, you'll be an integral part of a creative, inspiring, community-based arts organization that has served Northern Michigan for over 50 years. At CTAC, our mission is to inspire and enrich lives through the arts. We offer year-round visual arts exhibitions, classes, lectures, and other special events.

The **Events Coordinator** will work with staff and volunteers to plan, organize, implement and promote events designed to fundraise, grow our membership, and promote community awareness of Crooked Tree Arts Center's programs and services.

This full-time, salaried position is ideal for a friendly, task-oriented, and highly organized person who loves the arts and values working in a pleasant, creative, mission-driven environment. While this position will average 40 hours a week, the Events Coordinator must be available to work a flexible schedule including weekends and evenings. This position is based in Petoskey, but occasional one-day travel to Traverse City will be required for special events.

Required Skills, Interests, and Abilities:

- Proven event management experience
- Strong attention to detail
- Highly organized with strong project coordination skills
- Self-starter, able to initiate and complete tasks, and to work both independently and as a member of a team
- Excellent time management and communication skills
- Experience / knowledge of nonprofits and fundraising events is helpful
- Proven track record of generating revenue from events
- Professional skills and ability to build productive business relationships
- Computer skills necessary to complete tasks: Google Suite, MailChimp, NeonCRM (will be trained), Canva, etc.
- Must be able to lift up to 25 lbs regularly and 50 lbs occasionally

Minimum Qualifications:

- Degree in Event Management or related field, or relevant experience
- Must have valid drivers license

Preferred Skills:

- Interest in the arts
- Familiar with Adobe software
- Experience managing volunteers
- Social media and marketing experience
- Enjoy a collaborative work environment

Essential Duties and Responsibilities:

The Events Coordinator will have two primary functions in Petoskey:

- To manage Crooked Tree Arts Center's events as outlined below
- To serve as liaison to all renters of Crooked Tree Arts Center as outlined below

The Events Coordinator will serve as support staff to events in Traverse City.

Events:

The Events Coordinator will:

- Manage all event components including developing timelines, budgets, decor, design, entertainment, catering/vendors, audio/visual, promotional materials, invitations, and venue management for the following existing events:
 - Dart for Art
 - Paint Grand Traverse Gala
 - Swirl wine tasting events
 - Opening receptions
 - Coffee @ Ten lecture series
 - New Year's Eve at the Arts Center
 - eddi Awards and other awards receptions
 - Play It Forward
 - Sugar Plum Fairy Tea
- Serve as staff support/liasion for the Performing Arts Series and the Culinary Arts Series committees.
- Coordinate volunteers, including managing the volunteer database, recruiting and working with volunteers serving on committees to create meaningful work.
- Coordinate applications for special licenses for Michigan Liquor Control Commission
- Maintain relationships with collaborating organizations to work toward desired outcomes for all organizations
- Work with Business Manager, Membership Engagement Director, Vice President and President to create event budgets, projections and create enhanced revenue
- Participate in the work of CTAC committees as assigned

Of special note:

CTAC's major fundraising event, Dart for Art is a two-day annual event held in July and involves over 800 guests, 250 artists and multiple vendors. Funds raised from

this event account for nearly 20% of CTAC's annual operating budget. The EC will work directly with the Membership Engagement Director to produce this annual event.

Events Coordinator responsibilities may include the following:

- *Maintain communication with donating artists, sponsors, and attendees*
- *Inventory all donated items*
- *Recruit and develop sponsors, auction donations, participating restaurants, volunteers, artists and other in-kind donors*
- *Assist with development and design of event materials, such as save-the-dates, solicitation letters, invitations, event programs and other materials*
- *Manage post-event correspondence*

Facility Rentals:

Events Coordinator has responsibility for managing CTAC's facilities rental program. Crooked Tree Arts Center in Petoskey offers rentals in a 220-seat theater, two main exhibit galleries and the rooms of the Carnegie Building.

Events Coordinator will:

- Maintain relationships with existing renters of the theater and manage the theater calendar
- Answer all inquiries about facilities rentals, providing tours to prospects and contracting with renters
- Act as CTAC representative to the local hospitality industry, local businesses, meeting planners, caterers, and individuals to market facility rentals

Benefits and Compensation:

- Starting Salary \$38,000
- Health Insurance provided
- 403 B Retirement Plan

To apply please include a cover letter, resume, and three references. At least one reference must be from an event planning project or client. References will not be contacted without your knowledge. Email materials to Megan@crookedtree.org, subject: Events Coordinator by Tuesday, August 31, 2021.