



Creating ways for people to connect, learn,
and grow through the arts

POSITION PROFILE

Executive Director

PETOSKEY, MICHIGAN



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ORGANIZATION OVERVIEW:

Crooked Tree Arts Center (CTAC) is a premier regional arts center with campuses in Petoskey and Traverse City, Michigan. Existing to serve the local communities, CTAC takes pride in being a friendly and welcoming arts center where our galleries are always free and open to the public. With a membership of nearly 3,000 and a staff of 15, CTAC thrives as an anchor arts organization within the state of Michigan.

Founded in 1971 to sponsor and encourage activities in the arts for residents of Northern Michigan, CTAC is now a renowned leader in the arts, consistently providing outstanding arts programs and creative opportunities for individuals of all ages. Our spaces are cultural cornerstones for our community, and we attract artists and performers locally and nationally.

Every year, over 55,000 individuals engage with our programs across both locations, with more than 3,000 participants actively involved in classes, workshops, and events. Of that, around 1,500 of the participants are students, inspiring the next generation of artists. Additionally, our reach extends beyond our physical campuses, impacting the broader Northern Michigan community through outreach initiatives and collaborative projects.

Supported by a very committed and passionate staff, Board, and volunteer team, CTAC is primed to leverage its strong foundation to create an engaged, artistic, and connected community. This is an opportunity to harness CTAC's collective talent to define the organization's long-term vision and the creative soul of the entire region.

To learn more about CTAC, you can visit crookedtreetree.org.





EXECUTIVE DIRECTOR:

CTAC seeks a forward-looking Executive Director to create a dynamic vision for the future of the organization. Organized and deeply passionate about the arts, the Executive Director oversees program directors at both the Petoskey and Traverse City facilities, leading them to fulfill the organization's mission of creating ways for people to connect, learn, and grow through the arts. The Executive Director collaborates with the Board of Directors, volunteers, donors, and community partners to ensure the highest possible content, quality, and delivery of CTAC's programs and services.

This is a unique role which requires a strong balance of leadership, relationship building, and communication skills with the creative spirit to celebrate and prioritize the arts in Northern Michigan. The ideal candidate will use their strategic decision-making skills – in partnership with CTAC's solid reputation and dedicated staff – to build on the organization's foundation and grow its reach to create a lasting impact.

The Executive Director serves as the public face of CTAC, whether they are connecting with donors, strategizing with the Board and staff, or sitting in on a community art class. A friendly, strong communicator, the ideal candidate will understand when to lend their voice and when to lean on the strengths of CTAC's passionate team, knowing that we can achieve the greatest impact through collaboration.

At its core, this role is about engaging our entire community in the arts, creating space for artistic connections, and enabling individuals to discover and nurture their creative sparks.





KEY RESPONSIBILITIES:

OPERATIONAL LEADERSHIP:

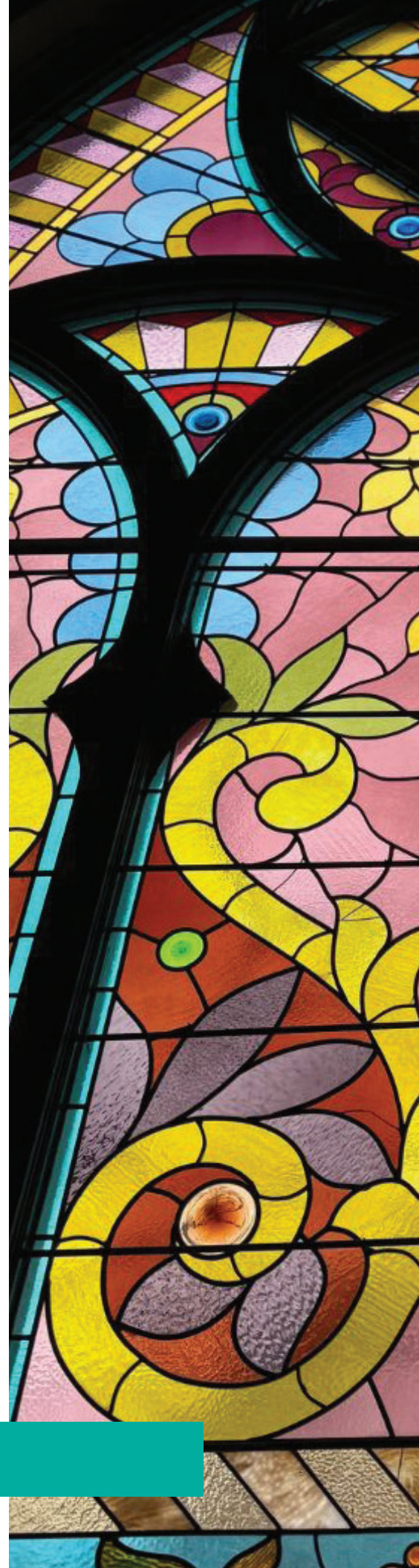
You are a natural leader, just as excited to build your vision of the organization's future as you are to rally CTAC's team around it. You bring a grounded approach to every goal and inspire others to join you in the opportunity to create a dynamic and sustainable future. In this role, you will oversee the daily operations of CTAC, collaborate with program directors to create annual objectives, and build the internal policies and systems needed to ensure success.

STAFF LEADERSHIP AND BOARD ENGAGEMENT:

You know that an organization's impact comes from the combined efforts of every staff member and you want CTAC's entire team to feel heard, motivated, and connected to our mission. You will recruit, train, and retain a dedicated staff, conduct evaluations of staff leadership, and encourage the recruitment of a strong core of volunteers. In this role, you will report directly to and be the primary liaison with the Board, providing regular updates from all CTAC divisions, collaborating on the development and implementation of CTAC's strategic plan, and balancing the Board's expectations with day-to-day staff needs.

PROGRAMS AND SERVICES:

You are inspired by CTAC's ever-changing exhibits and events, and appreciate the opportunity to guide the direction of these impactful community offerings. In this role, you will ensure that directors and program staff collaborate to develop and implement effective programs and services in response to the identified needs of arts and cultural organizations on a regional, state, and national level. You will participate in the selection of visual arts exhibitions, performing arts programs, and educational experiences in conjunction with the appropriate staff and committees of the Board, and provide oversight of program evaluation and assessment.





KEY RESPONSIBILITIES (CONT'D):

FUNDRAISING AND DEVELOPMENT:

You understand the crucial role of fundraising to our financial foundation and future. As the lead ambassador for CTAC, you will take every opportunity to develop relationships with donors, individuals, and businesses to connect them to the creative energy and promise you witness each day in our students, staff, and visitors to show what their personal involvement brings to CTAC and the community. Capable of speaking one-on-one and at community gatherings, you are eager to share CTAC's story and show donors the impact they have on our mission and the artistic spirit of Northern Michigan. In this role, you'll interface with the Director of Development, Development Committee, and the Board to refine fundraising strategies, steward loyal donors, and build a fund development plan to identify and cultivate new donors.

COMMUNICATIONS AND COMMUNITY NETWORKING:

You are a nuanced communicator, just as comfortable and excited to announce the opening of a new exhibit as you are to share updates with CTAC's staff. In this role, you will develop and maintain relationships with arts, cultural, and government organizations across the state, review and effectively communicate CTAC's mission through marketing efforts, and act as the primary spokesperson for CTAC at conferences, events, and in media interviews. As a careful listener with a strong attention to detail, you will ensure our staff and community voices are heard and woven into CTAC's story.

FINANCIAL MANAGEMENT:

You know that a secure financial foundation is key to achieving CTAC's mission and you are dedicated to ensuring the organization's strong financial future. In this role, you will work with the Business Director and staff leadership to create and share annual budget recommendations with CTAC's Finance Committee and the Board. You will also ensure that the Business Director oversees accounts payable and receivable, payroll, grants, and ongoing financial reports to ensure that every dollar has the greatest impact on CTAC's programming, staffing needs, and community services.





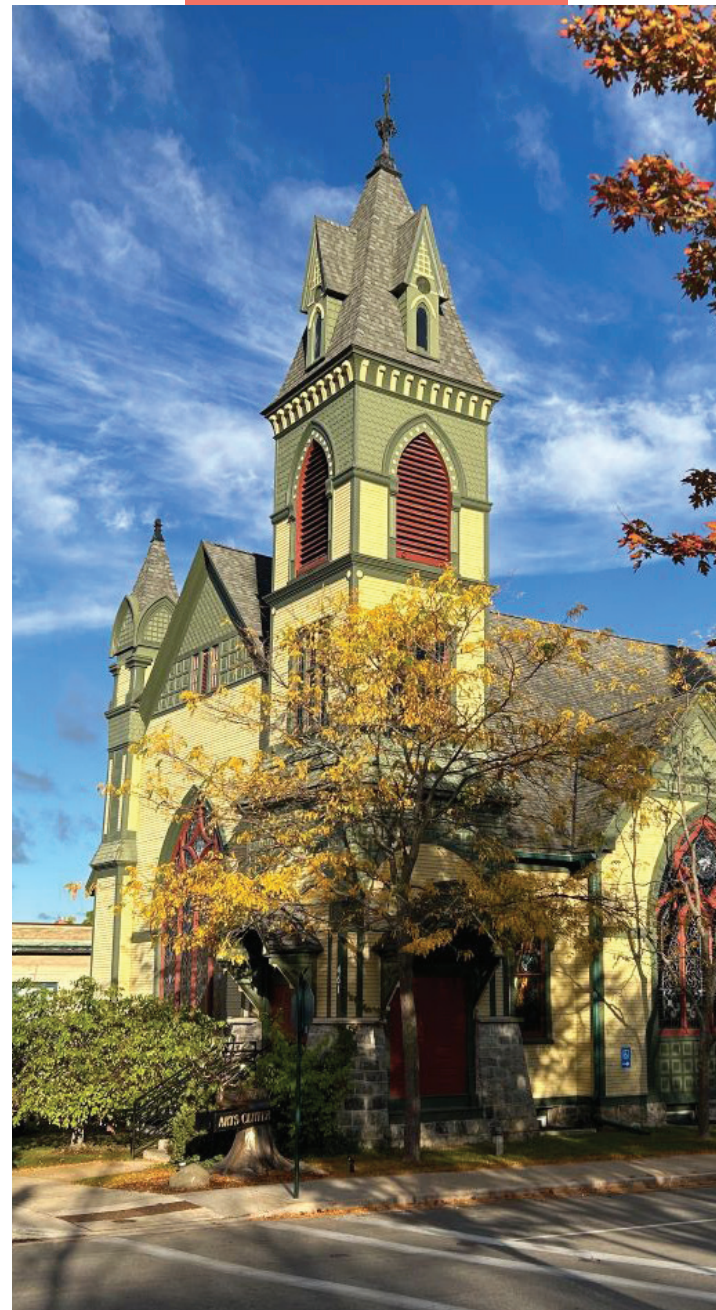
QUALIFICATIONS:

Education – An undergraduate degree is required and a master's degree in arts management or a related field is preferred. Exceptionally favorable experience may be considered in lieu of, or equivalent to, a portion of the educational requirements, but must be in addition to the experience required below.

Experience – At least seven years of experience in the leadership and management of an organization or nonprofit is highly desirable, along with experience in the management of visual arts and performing arts programs. Should have demonstrated success leading a complex, multi-department organization, managing organizational budgets and financial oversight, and working collaboratively with a Board of Directors or Board of Trustees. Strong written, verbal, and interpersonal communication skills are a must, as are strong organizational, leadership, and decision-making skills with the ability to manage multiple priorities.

Personal Characteristics and Skills – Must have a passion for the arts and be a visionary leader capable of creating and inspiring support for long-term plans. Should be open and approachable, whether you are collaborating with CTAC's staff, Board, and volunteers, engaging with community stakeholders, or speaking at events. Must possess excellent communication skills and be able to supervise a highly competent, professional staff, including knowing how to develop effective teamwork and encourage the staff's growth and development.

NOTE: This position description serves as a general overview of the role's responsibilities and requirements. Duties and expectations may be adjusted to accommodate the organization's evolving needs.





COMPENSATION AND BENEFITS:

This position is based in Petoskey, Michigan. The salary range for this position is **\$110,000 to \$140,000** – commensurate with experience – and includes a comprehensive benefits package.

CTAC values the talents and abilities of our staff and seeks to create a transparent, collaborative, and inspiring environment where our team members and our organization as a whole can thrive.

HOW TO EXPRESS INTEREST:

To Apply: Please click [here](#) to apply (preferred) or send your cover letter and resume to info@solventgrp.com with the subject line: **CTAC Executive Director Application.**

For questions, please contact Christie Perdue, Principal at The Solvent Group, at christie@solventgrp.com.

