



Crooked Tree Arts Center
Petoskey, Michigan
www.crookedtree.org

Job Description for Events Manager

As the **Events Manager** 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, performances and other special events.

The **Events Manager** 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 Manager 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 Manager 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 Manager will serve as support staff to a limited number of events in Traverse City.

Events:

The Events Manager 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
 - Swirl wine tasting events
 - Opening receptions
 - New Year's Eve at the Arts Center
 - eddi Awards and other awards receptions
 - Play It Forward
 - Sugar Plum Fairy Tea
 - Performing Arts Series / Downtown Sound
 - Concerts in the Park Series
 - Live on the Bidwell Plaza
- 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 Events Manager will support the Membership Engagement Director in producing the 2023 event, and assume leadership of Dart for Art in 2024 and beyond, with support from the Membership Engagement Director and Regional Development Manager.

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

Events Manager 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:

- Salary range \$48,000 - \$52,000 commensurate with experience
- Health Insurance
- 403 B Retirement Plan
- Short-Term Disability Plan
- Two weeks paid vacation, plus paid time off between Christmas and New Year's Eve and spring break

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 Manager by April 15, 2023.