

The Center for the Arts  
Crested Butte, Colorado  
Job Description

**Job Title:** Performing Arts Manager

**Job Classification:** Full time exempt

**Summary:** This employee is responsible managing and executing all events within the Summer Program, Winter Program and Alpenglöw for the Center for the Arts (CFTA). Additionally the employee is also responsible for managing a small number of Community Outreach events, and helping provide support for other departments needing performing arts components within their programming. The position requires the following essential functions: program planning, event cultivation, detailed event planning, internal and external communication activities, event execution and event close-out procedures.

**Specific Duties and Responsibilities:**

- Develop a comprehensive Program Plan prior to each season, identifying goals and expected outcomes. Collaborate with CFTA colleagues and other entities within the valley, identifying target dates to host fun and successful community events.
- Maintain a working knowledge of the music industry, forming relationships with artist, agents, producers, etc. Maintain a presence at other musical events in the valley to understand local preferences.
- Work with touring artists and their representatives to offer performance opportunities consistent with program planning goals. Make intentional determinations for visiting artists based on budgets, community preferences and industry knowledge.
- Create and maintain systems of organization to ensure accurate event planning is accomplished, interfacing with multiple center colleagues and outside vendors. Ensure others have completed their scheduling tasks to make these events successful.
- Work with the Marketing Director and other marketing employees to develop content for each event, highlighting the appropriate attributes to help drive ticket sales.
- Work directly with the Marketing Director, to establish and execute a marketing plan for each event. Monitor ticket sales up to the event and adjust tactics accordingly.
- Treat our visiting artists as customers, maintaining lines of communication and executing planning procedures to ensure the artist and their representatives have their expectations met while in our venue.
- Be present for all performances, managing roughly events 40 per year. Execute day of responsibilities as the Event Manager, being accountable for all attributes of the event. Maintain a leadership presence, developing relationships with CFTA donors and customers. Working outside of the standard "9-5" window is often required in this role.
- Execute all event close-out activities, including detailed financial reporting and event debriefs, in an effort to fully reflect on all success and failure points. Capture feedback in shareable archives accessible by center colleagues, used for future planning purposes.
- Create reports for supervisors and board members, summarizing department performance as per the defined metrics. Continually reflect upon and refine program metrics with assistance from colleagues to improve success measurements.
- Ensure all program information is tracked in such a way that other CFTA staff have a detailed understanding of the details of the event, and a rich set of knowledge to plan for similar future events.
- Assist the Development Director in identifying target sponsorship opportunities for events, based on known artistic passions of fellow community members.

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- Maintain industry knowledge through industry relationships, attending artistic events and appropriate self directed research activities.
- As part of the CFTA's creation of a new facility, assist in readiness activities specific to the Performing Arts department. Help prepare performing arts spaces for the upcoming season, taking direction from leadership as to the necessary activities.
- Assist Executive Director in developing new Center programs to maintain a cutting edge offering for patron, donor and community needs.
- Perform additional job responsibilities when required to assist the CFA achieve its overall objectives.