

TITLE: President & CEO
REPORTS TO: Board of Directors
FLSA STATUS: Exempt

PRIMARY FUNCTION:

In conjunction with the Board of Directors, the President & CEO develops and executes the strategic vision for the Cherry Creek Arts Festival (“Cherry Arts”) in accordance with its mission and for the long term success of the organization. The President & CEO then implements that vision through detailed plans and effective and efficient operations. The President & CEO is responsible for enhancing and maintaining a strong collaborative, results-oriented culture that drives the organization and its staff to achieve excellence.

The President & CEO works closely with the Board of Directors and consultants to plan and execute sponsorship strategies and ensures the achievement of short and long term financial goals. The President & CEO develops and maintains strong relationships with various other constituents including the Cherry Creek North Business Improvement District, the Cherry Creek Shopping Center, the Cherry Creek Neighborhood Association, the Cherry Creek Chamber of Commerce, and other civic and cultural institutions in the Denver metro area.

The President & CEO works with staff members to deliver high arts programming, to manage internal operations efficiently and effectively, and to ensure that the organization complies with all local, state, and federal requirements.

KEY ROLES (Essential Job Responsibilities):

Strategic Planning and Vision Setting

- In partnership with the board, develop short and long term strategic vision for Cherry Arts ensuring sufficient input from staff and other stakeholders to develop a robust and comprehensive vision that aligns with the organization’s mission and delivers long term success.
- Develop and implement a quality strategic plan at regular intervals that serves to realize the strategic vision and attainment of goals.
- Ensure that staff, Board members, volunteers, contractors, and other stakeholders fully understand the strategic vision and how their work supports the achievement of that vision.
- Ensure and oversee the identification, evaluation and implementation of opportunities for growth and development based on 1) knowledge of the community, 2) alignment with Cherry Arts’ strategic priorities, and 3) evaluation for making significant impact.

Revenue Generation

- In conjunction with consultants and the Board of Directors, obtain financial support and resources to ensure the annual budget is funded and the organization has adequate cash flow.
- Oversee the creation and implementation of sponsorship recruitment plans and participate enthusiastically in the personal cultivation and solicitation visits with corporate representatives and potential sponsors.
- Develop and maintain effective relationships with sponsors.
- Ensure continued participation at Tier II organization in the SCFD.
- Identify additional sources of income from programs and lead efforts to turn those prospects into revenue streams. These include concession programs from the Festival as well as philanthropic donors.
- Provide leadership to and participate actively in capital, endowment, and other major or signature revenue generation campaigns.

Program Development, Operations, and Support

- Oversee development and delivery of annual arts festivals, ensuring that the festivals continue to provide economic impact, to showcase high quality art in multiple media, to serve the organization's mission, to provide a highly respected outlet for the work of visual and performance artists, and to provide the expected return on investment by the sponsors.
- Provide leadership to the artist application and jury processes.
- Develop and implement additional high quality events during other times of the calendar year that also serve the organization's mission and provide significant return on investment.
- Oversee development and effectively deliver arts education programs.
- In conjunction with staff members, ensure regular evaluation of programs and oversee changes to content as appropriate so that high quality and impact are maintained consistently.
- Maintain knowledge of trends in the visual and performing arts as well as event management and incorporate evolving and new techniques and approaches consistently into Cherry Arts offerings.

Board Development and Support

- Ensure overall effective board governance structure, organization, and policies.
- In conjunction with the board, identify, recruit and develop effective board members.
- Provide orientation, leadership, direction, and act as senior staff liaison to the board.
- Ensure active participation by board members and support effective board roles and functioning.
- Oversee staff liaisons to board committees to ensure the committee members are provided with the information and support necessary to fulfill their objectives.

Operations Management

- Ensure development, implementation and monitoring of the organization's annual budget in collaboration with staff and board members.
- Ensure all necessary administrative and operational systems and vendors are in place to support effective operations including facilities, technology, licenses, and other resources.
- Hire, train, mentor, reward, and terminate all staff members.
- Ensure productive and effective staff performance, managing the performance of the staff members.
- Provide clear role definitions and expectations for volunteers; oversee management of volunteers during events.
- Foster a climate of innovation, inspiration, and excellence.

Partnership Development

- Develop and strengthen strategic alliances with community leaders, civic authorities, other cultural institutions, and the education community.
- Integrate effectively and professionally with the local business community.

Marketing and Public Relations

- Represent Cherry Arts professionally, passionately, and articulately in local and regional communities helping to build the long term "brand" of the organization and its programs.
- Increase visibility of Cherry Arts programs, services and activities and maintain strong, effective public understanding of the organization's impact and effectiveness.
- Serve as primary spokesperson for Cherry Arts with all media representatives.
- Provide effective and compelling messaging of Cherry Arts mission.
- Oversee development of most effective uses of social media and other emerging technologies to connect and communicate with Cherry Arts supporters, partners, community advocates, and visitors.

ADDITIONAL RESPONSIBILITIES:

May be assigned special projects or other duties periodically by the Board of Directors.

QUALIFICATIONS:

1. Commitment to Mission

- Thorough commitment to the mission, objectives, and programs of Cherry Arts including commitment to providing access to a broad array of arts experiences and to support arts education in Colorado.
- A sincere appreciation for the arts and with demonstrated engagement in the cultural landscape. Additionally, candidates should have an understanding of how art adds value to people's lives.
- Understands how to develop high quality, creative cultural programming.

2. Leadership and Management Skills

- Minimum of 7 years in a leadership role in a nonprofit or private sector organization with strong business acumen and experience in driving business results.
- Demonstrated ability to develop and implement a strategic vision for an organization.
- Experience in engaging relevant stakeholders in an organization's vision including sponsors, community partners, volunteers, and other constituents.
- Proven experience in leading the growth of organizations and their resources and/or developing new lines of business or programs effectively.
- Demonstrated experience in revenue generation and developing long term sources of financial support especially from corporate representatives.
- Demonstrated ability to lead people and get results through others while working in a team environment.
- Demonstrated ability to organize, direct, plan and coordinate operations including budget planning and reporting as well as active budget management across all departments.
- Experience in recruiting, retaining, developing, and maintaining highly functioning staff members and holding them accountable for results.
- Experience in working with a governing board and building their collective capabilities.
- Technologically savvy and curious; open to using new forms of technology to support operations and to enhance programming.

3. Program & Event Delivery Skills

- Strong organizational skills with an attention to detail and the ability to operate in a flexible environment. Ability to embrace change and to lead others in supporting change efforts.
- Experience in high profile event production and in developing successful new events with sustainable financial and community support.
- Demonstrated ability to juggle multiple tasks, priorities, and agendas.
- Strong demonstrated communication skills, both oral and written.
- Ability to cultivate, nurture, and grow effective working relationships with the Board of Directors, sponsors, staff, community groups, artists, volunteers, and civic agencies.
- Experience in working with and motivating volunteers.
- Willingness and ability to work extended hours including nights and weekends.

4. Personal Qualities

- A high level of interpersonal skills to handle sensitive situations and varying personality types while possessing poise, tact, and diplomacy.
- Leadership skills, including negotiation, problem solving, decision making, delegation.
- Commitment to outstanding customer service.
- Proven ability to represent the Cherry Arts mission actively, enthusiastically, and consistently with a diverse group of stakeholders; clear ability to demonstrate the unique value Cherry Arts brings to the metro Denver area.
- Authentic, resourceful, entrepreneurial, flexible, proactive.
- Calm under pressure with a high standard of integrity and professionalism.
- Has a sense of humor.

5. Additional Requirements

- Bachelor's degree from an accredited college or university; advanced degree preferred.
- Willingness to live in the Denver metro area and be an active member of the community.

Cherry Arts strives to make all personnel decisions without regard to race, creed, age, color, religion, national origin, ancestry, citizenship status, gender, gender expression, marital status, sexual orientation, veteran status, disability, or any other protected class as required by applicable law. All employees are expected to actively support these principles and objectives in our work environment and with others with whom we come into contact.