

Director of Events

KRASL ART CENTER

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Position Summary

Krasl Art Center (KAC) seeks an experienced event planner to lead current fundraising and mission centered events while envisioning future possibilities. Currently KAC's largest fundraiser is the nationally ranked Krasl Art Fair on the Bluff with an audience of 20,000+. Approximately 40% of the position's time is committed to this July event. The Director of Events leads volunteer teams and envisions, plans, and executes events.

The ideal candidate brings creativity, attention to detail, strategic thinking, and positive energy. A passion for event planning and interest in current trends for fundraising events and arts based events is essential. Successful event execution includes, contract negotiation, scheduling, timeline/work plan development and management, vendor communication, event day leadership, and evaluation. Supervisory experience is critical, and interest in advancing a cultural arts mission, event production, or in fundraising, is a plus.

About Krasl Art Center

Krasl Art Center is a 501(c)(3) not for profit organization with a mission to inspire meaningful change and strengthen community through the visual arts. Located along the lakeshore in southwest Michigan, KAC is the leading visual arts organization in the area. Programs include changing gallery exhibitions, public art placement and advocacy, studio art classes and workshops, and a strong commitment to outreach initiatives. Staff members provide excellence, collaboration, innovation, creativity, respect, and a sense of humor to advance the organization and accomplish this work.

Essential Duties:

Event Leadership:

- Creatively conceptualize and manage events in support of fundraising efforts, to promote mission (exhibition openings), and to engage donors and/or community. Simultaneously implement while planning for multiple future events.
- Review and assess success of the annual major fundraiser (art fair) against recently completed Fundraiser Strategic Plan. Make recommendations for future events.
- Recruit, organize, and inspire volunteer event committees. Lead committee meetings from planning through wrap-up.
- Build relationships with diverse groups of internal and external stakeholders. Manage, steward, and recognize corporate and community partnerships.
- Large event rentals are promoted and managed in partnership with an outside agency. Evaluate success, negotiate contracts, promote, and serve as liaison to event rental agency. Promote and execute small event rentals independently.

Departmental Leadership

- Provide leadership and guidance to the community relations department including marketing manager and volunteer coordinator whose responsibilities include brand, messaging, membership, and volunteer management.
- Set and manage event budgets; ensuring financial profit targets are met. Work with business office to monitor event receivables. Oversee department budgets.



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Nonessential Functions:

- Secure, negotiate agreements, contracts, and coordinate with external vendors
- Communicate facility needs to building manager
- Collaboratively lead development of promotional copy and graphics for events
- Organize physical and digital resources

Competencies

- Customer service
- Strong leadership
- Collaboration
- Professionalism
- Detail & deadline oriented
- Credible
- Excellent judgment
- Self-directed
- Calm under pressure
- Excellent communication skills

Qualifications

- Minimum of 3 years leadership level event production experience
- Supervisory experience
- Valid driver's licence
- Associate or bachelor's degree in business, nonprofit management, hospitality or an equivalent combination of education and experience sufficient to successfully perform essential duties listed above.
- Documentation of COVID-19 vaccination

Physical Demands (critical physical functions required)

- Frequent telephone and computer
- Sitting, standing, or walking for extended periods of time, sometimes in inclement weather
- May require bending, squatting, or kneeling and lifting

Overview

Position type: Full time, exempt, salaried

Location: Southwest Michigan, regular on-site presence

Schedule: Flexible schedule required (Friday and other weekday evenings and weekends)

Benefits: Life & disability insurance
 Health insurance, 60% of premium paid
 Paid vacation time, sick days, and holidays

Reports to: Executive Director

Direct Reports: Marketing Manager, Volunteer Coordinator

Salary Range: \$52,000-\$57,000

To apply: Submit letter of interest and resume to julia@krasl.org. Include last name and EventsDir in the subject line (e.g., Willis EventsDir). No phone calls please. Resumes will be reviewed starting December 1, 2021.



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Krasl Art Center is an equal opportunity employer that supports and subscribes to a policy of nondiscrimination in all aspects of employment. KAC will not discriminate on the basis of race, color, religion, creed, sex, age, ancestry, national origin, disability, weight, genetic information, sexual orientation, gender identity or expression, or any other reason prohibited by applicable law in any terms, conditions, or privileges of employment.

It is KAC's intention to provide a safe and pleasant environment in which to work. Therefore, each employee is responsible for ensuring Equal Employment Opportunity by treating all co-workers, guests, students and volunteers fairly and equally and by fostering a spirit of cooperation and good human relations in a working atmosphere free of prejudice, ill feelings or resentment.

Individuals who may require special accommodations to perform their job function(s) must notify the Executive Director, in writing, of the need for accommodation.