

**Wellspring/Cori Terry & Dancers**  
**Sales and Operations Coordinator**  
**Job Description (2013)**

**Summary**

Works as part of a small team to facilitate the smooth functioning of a fast-paced non-profit performing arts organization. Serves as the primary community relations contact for people and information coming into Wellspring. Responsible for the coordination and marketing of Wellspring's concerts, special events, fundraisers, receptions, and outreach activities. Also responsible for securing sponsors and advertisers; managing benefits and recognition programs and events for volunteers, sponsors and donors; providing support to the Executive Director, Artistic Director, and Board of Directors; and managing other duties as assigned. The Sales and Operations Coordinator is a part-time, salaried position with opportunities to earn commission.

**Immediate Supervisor**

Executive Director

**Duties and Responsibilities**

Marketing and Promotional Activities Coordination

- Develop and implement a marketing plan and timeline for the season activities in partnership with the Executive and Artistic Directors, and the assistance of the marketing and event committees
- Develop and oversee the distribution of RAD festival "Call for Entries" and communications to artists
- Assist with scheduling, preparing, and distributing all print, electronic, and online materials including save-the-date and event postcards, posters, banners, newspaper ads, web site, social media, swag, etc.
- Develop and distribute News Releases for season activities and special events
- Work with media contacts to coordinate concert previews, reviews, artist interviews, etc.
- Assist with writing articles and with design/layout for newsletters, Wellspring E-News, and Web site
- Provide in-house design/layout for sponsorship materials, fliers, mailers, studio class schedules, etc.
- Work with contracted designers to create newspaper advertisements, postcards, posters, brochures, promotional DVDs, photography, fundraising materials, etc.
- Work with community partners to coordinate marketing of special activities
- Coordinate contracted bulk mailings and handle in-house mailings
- Distribute materials in the Kalamazoo/Battle Creek region, primarily in Kalamazoo and Portage
- Staff information booths at public events/outreach expos to promote touring, concerts, classes, etc.
- Update event information on community calendar Web sites

Program/Concert/Event/Festival Management

- Partner with the Artistic and Executive Directors to develop plans for artistic and community engagement programming, ensuring effective implementation and coordination
- Partner with Artistic and Executive Directors to develop and produce programs, concerts and events
- Co-chair the RAD Fest Committee with the festival coordinator
- Partner with the RAD Fest coordinator and Artistic Associate to convene and jury RAD applicants, produce festival line-up, select master class instructors, and establish stipend tier for RAD guest artists
- Coordinate contracts and ensure stipend disbursement to RAD guest artists
- Arrange and ensure appropriate technical staff/volunteers for programs, concerts and events
- Recruit, train and supervise house managers, techs, and volunteers for concerts, events and festival
- Manage concert, festival, reception and event details including: marketing; ticket sales; gate accounting; site and performance arrangements; program design, printing and advertising; catering arrangements; and donor/sponsor recognition
- Coordinate and schedule the Dance in the Schools residency program and community outreach events
- Develop and maintain strong community partnerships to collaborate and share the creative art of modern dance with a diverse audience

### Fund Development Assistance

- Partner with Executive Director and Fund Development Committee to develop Corporate Sponsorship and Advertising campaigns
- Secure Corporate Sponsors and Advertisers for concerts, receptions, events and fundraisers.
- Manage ticket distribution/sales
- Oversee all communications to patrons, class participants, donors and sponsors
- Coordinate and oversee event receptions
- Coordinate recognition (letters, benefits, events) for all donors, sponsors, advertisers and volunteers
- Assist with the develop of reports on the progress/success of concerts, events, fundraisers, sponsorship campaigns and advertising.

### Other Duties as Assigned

### **Desired Skills and Qualifications**

A flexible schedule and commitment to working evening/weekend events is required. The ideal candidate will have experience or a degree in sales, marketing, communications, nonprofit administration, arts administration, or a related field. Applicants must have excellent verbal and written communication skills and experience in writing press releases and newsletters. Strong proofreading ability and attention to details is required. Experience with event planning required. Candidates must be extremely organized, dependable, self-motivated, and able to handle multiple priorities in a fast-paced environment. Advanced skills in Microsoft Windows, Microsoft Office products, and graphic design software are required. Applicants must be able to interact with Wellspring patrons in a manner that promotes customer satisfaction and presents a positive image of the company at all times. Experience/Interest in the arts is preferred.

### **Estimated Hours and Schedule**

- *Office Hours Schedule:* 20-25 hours per week. Must be able to work between 11 am - 5 pm, Mon-Fri.
- *Non-office Hours Schedule:* morning, evening, and weekend hours are occasionally required for assisting with concerts, special events, meetings, and other activities as assigned (approximately 20-24 times per year).

### **Compensation**

Part-time annual salary. Sales commission available.

### **Application**

*No phone calls, please. Deadline: May 10<sup>th</sup>, 2013.*

#### Mail cover letter and resume to:

Wellspring/Cori Terry & Dancers  
Sales and Operations Search  
359 S. Kalamazoo Mall, Suite 204  
Kalamazoo, MI 49007

Or

#### Email to:

[wellspring@wellspringdance.org](mailto:wellspring@wellspringdance.org)

Subject: Sales and Operations Search

*Wellspring follows an equal opportunity employment policy that guarantees employment opportunities, training, promotion, and work environment to be free of any discrimination based on race, color, religion, age, weight & height, gender, gender identity, sexual orientation, marital status, national origin, ethnic background, handicap, disease, or veteran status.*

**WELLSPRING**  
CORI TERRY & DANCERS