**Chippewa Valley Cultural Association**

**Heyde Center for the Arts**

**POSITION DESCRIPTION (4/28/2021)**

Position Title: Performance Services Associate

Reports To: Executive Director

**Position Purpose**

Works in close collaboration with Cultural Association staff/volunteers in the delivery of superior customer services support and event/facilities management under the supervision of the Executive Director. Works with the Executive Director to implement the Cultural Association’s analytic and marketing initiatives relating to programs, special events, and the accompanying event management process.

Primary Responsibilities

1. Be familiar with and able to direct the Cultural Association's extensive variety of potential Heyde Center uses and services.
2. Direct and monitor the delivery of performance/rental/exhibit services support and stage management. Specific roles are to plan, organize, implement, and evaluate four main income generating areas (working in close collaboration with the Office Manager).
   1. CVCA Special Events (facility rentals, fundraising events, workshops/conferences/large meetings) - includes the advertising and promotion of the facility for these events.
   2. CVCA Bus/Large Group Tours - includes the advertising and promotion of these events including polling large group tour companies for entertainment ideas/dates and seeking out new entertainment options
   3. CVCA Art Classes - includes the advertising and promotion of these classes plus continuing to seek out new classes/instructors/scheduling
   4. Chippewa Valley Art website and Heyde Center Art Shop - maintain and promote the website and shop
3. Work in conjunction with Office Manager Associate and Executive Director in event information gathering, planning, set-up, billing, special needs, and facility security.
4. Promote Heyde Center usage by attracting and meeting with interested individuals/groups, supplemented by the development and use of promotional materials and various social media.
5. Track data related to Heyde Center program evaluations/recommendations, marketing campaigns, social media and other metrics.
6. Ensure Heyde Center event utilization is in compliance with any applicable regulations and laws.

Secondary Responsibilities

1. Provide and evaluate effectiveness of event staff and volunteers in the delivery of performance services support.
2. Maintain and review (for accuracy) event invoices/bills and any other related financial information.

The listing of primary and secondary responsibilities is not to be considered an exhaustive list of all duties that maybe performed.

**Qualifications**

Skills/Education/Experience

* Two to three years of strong planning, coordination, and event implementation experience. Associate or Bachelor’s degree in business and/or management a plus.
* Able to handle and prioritize multiple tasks for several ongoing projects.
* Very detail-oriented and output motivated/driven – position requires someone who pays close attention to follow up on many details and deadlines.
* Significant customer service experience.
* Excellent inter-personal communication skills.
* Must have or be able to obtain a bartending license for use in the City of Chippewa Falls.
* Good writing skills.

Qualities

* **Must be able and willing to work many weekends, holidays and evenings.**
* Ability to work well with others.
* Proficient in computer use - internet research, Microsoft (word/excel) and accounting software.
* **Must be detail oriented and well organized.**
* Must be able to work independently but keep open and constant communication with team members.

Physical and Mental Requirements

* Work in a normal business and theater environment
* Able sit, stand, walk, and twist on a regular basis.
* Must be able to kneel, climb, stoop/bend and squat.
* Frequent lifting and carrying up to 20 pounds, occasional lifting, carrying, pushing, and pulling 10 to 50 pounds.
* Must be able to work long days (over 8 hours).

Compensation/Evaluation

* Compensation commensurate with qualifications and experience
* Performance shall be reviewed annually by the Executive Director