



JOB TITLE: Arts & Culture Program Director (Shared Position)

### **Position Summary**

The Arts & Culture Program Director is a shared leadership position jointly supported by the Estes Arts District (EAD) and Visit Estes Park (VEP) under a formal Memorandum of Understanding (MOU).

This position will lead and integrate arts, culture, creative economy, and cultural tourism strategies that serve both residents and visitors. The role will strengthen community engagement, elevate storytelling, expand visitor-facing arts initiatives, and ensure that arts and culture meaningfully contribute to sustainable tourism and resident quality of life.

The Arts & Culture Program Director will guide partnership development, arts programming, outreach, content creation, and cultural integration across both organizations. This role exists to ensure that arts and culture are fully embedded within Estes Park's visitor experience while remaining rooted in and responsive to the local creative community.

The position intentionally balances resident engagement with visitor outreach and supports collaborative efforts between local artists, creative organizations, tourism partners, public agencies, and businesses.

### **Key Responsibilities**

#### **Strategy & Leadership**

- Lead development and implementation of a coordinated arts and cultural tourism strategy aligned with EAD's mission and VEP's destination priorities.
- Serve as a bridge between the creative community and the travel and tourism sector.
- Represent the arts and cultural tourism initiative at community meetings, partner gatherings, and relevant regional forums.
- Support integration of arts and culture across marketing, visitor services, events, and partner engagement efforts.

- Provide annual reporting and key performance indicators (KPIs) to their supervisor, for updates to both organizations and other stakeholders.
- Recruit and oversee volunteers, contractors, and interns for the Estes Arts District.

### **Arts Programming & Community Initiatives**

- Lead and support arts-focused programming and events serving residents and visitors (e.g., First Friday Art Groove, Friends of Folk, artist showcases, workshops, public art initiatives).
- Maintain and update an inventory of local artists, musicians, performers, and creatives.
- Develop inclusive and accessible programming reflecting community diversity.
- Integrate arts into broader destination initiatives and seasonal campaigns.
- Coordinate partnerships supporting both resident enrichment and visitor engagement.
- Evolve the Estes Arts District to become the umbrella for visual and performing arts.

### **Visitor Engagement & Storytelling**

- Expand outreach to visitors through storytelling, content creation, and cultural tourism initiatives, including special and community event support.
- Collaborate with VEP to share arts and culture content across marketing platforms.
- Assist in gathering photography, video, social media content, and artist stories.
- Use visitor insights and data (as appropriate) to inform programming and outreach.
- Elevate Estes Park's identity as a vibrant arts and cultural destination.
- Create and manage content, social media, press releases, promotional materials for the Estes Arts District.

### **Partnership Development & Collaboration**

- Build trusted relationships with artists, galleries, nonprofits, businesses, and public agencies.
- Collaborate with tourism partners, the Town of Estes Park, Larimer County, and other stakeholders to align arts and cultural efforts with community priorities.
- Support joint grant writing and funding initiatives between EAD and VEP.
- Participate in regular leadership check-ins to ensure alignment with MOU goals.

### **Research, Metrics & Reporting**

- Identify and track meaningful KPIs related to resident and visitor outreach.
- Measure program participation, storytelling impact, partnership development, and grant funding pursued or secured.
- Prepare reports and presentations for both boards.

- Support continuous improvement using community feedback and performance data.

### **Funding & Resource Development**

- Identify and pursue grants, sponsorships, and collaborative funding opportunities.
- Manage program budgets in coordination with EAD leadership and VEP supervisor.
- Contribute to long-range planning for arts and cultural tourism growth.

### **Qualifications**

#### **Required**

- Experience in arts administration, project management, nonprofit leadership, community engagement, including special event management, or destination marketing and management
- Strong organizational and project management skills
- Excellent communication and relationship-building abilities
- Ability to work collaboratively across sectors and balance diverse community perspectives
- Knowledge of digital marketing and content development

#### **Preferred**

- Bachelor's degree in arts administration, nonprofit management, tourism, marketing, cultural studies, or related field (or equivalent professional experience).
- Experience working with destination marketing or management organizations.
- Grant writing and fundraising experience.
- Familiarity with rural or mountain communities.
- Experience working with boards of directors and volunteers.

### **Position Details**

**Title:** Arts & Culture Program Director

**Reports to:** Estes Arts District Board of Directors and Visit Estes Park (VEP) Senior Destination Stewardship Manager (currently the VEP Snr. Destination Stewardship Manager is a EAD Board Co-Chair).

**Classification:** Full-time, salaried, exempt

**Term:** One-year initial term, renewable annually upon mutual agreement and funding availability

**Location:** Estes Park, CO (hybrid - remote/in-person)

**Compensation:** \$50K-\$54K annually

**Benefits, including, but not limited to:**

- 10 PTO days/year
- Remote and Flexible Work

### **Work Environment**

The Arts & Culture Program Director works primarily in a professional office and community meeting environment, with a combination of in-person and hybrid flexibility as approved.

Standard work hours generally occur during regular business hours; however, flexibility is required to attend community meetings, arts events, festivals, public forums, and partner engagements, including evenings and weekends.

The position requires frequent interaction with artists, tourism partners, public agencies, elected officials, nonprofit leaders, and community stakeholders. Work may involve walking, standing, sitting, driving locally, and use of standard office equipment. Occasional outdoor exposure may occur during arts events and destination-related activities in variable weather conditions.

### **Equal Employment Opportunity**

The Estes Arts District and Visit Estes Park are dedicated to the principles of equal employment opportunity. Both organizations prohibit unlawful discrimination against applicants or employees on the basis of age, race, sex, color, religion, national origin, disability, genetic information, sexual orientation, gender identity, or any other status protected by federal, state, or local law.

This prohibition includes unlawful harassment and applies to all employees, board members, contractors, partners, and stakeholders. We are committed to building an inclusive, creative, and welcoming community in Estes Park.

### **How to Apply**

Interested candidates should submit a cover letter and resume outlining relevant experience and interest in the position. Please include examples of past work or projects, if applicable.

Applications should be sent to Lars Sage & Dana Paiement at [info@estesartsdistrict.org](mailto:info@estesartsdistrict.org) with the subject line: **Arts & Culture Program Director Application – (Your Name)**

Applications will be reviewed on a rolling basis until the position is filled. Early submission is encouraged. Visit <https://www.estesartsdistrict.org/> and <https://www.visitestespark.com/> for more information about our organizations.