The City of Greensboro invites your interest in the position of Chief Creative Economy Officer
OFFICE OF ARTS AND CULTURAL AFFAIRS
Greensboro seeks a dynamic leader to guide the City’s support for implementing the Cultural Arts Master Plan to continue building thriving artistic and cultural opportunities that enhance the quality of life for Greensboro residents and visitors; strengthens partnerships among artists, arts nonprofits, business leaders and government; and strongly positions Greensboro as a cultural center of regional, national and international importance as outlined in the Creative Greensboro: Cultural Arts Master Plan.

The newly established Office of Arts and Cultural Affairs will launch with a dedicated permanent, full-time Chief Creative Economy Officer (CCEO) reporting to the Office of the City Manager with a portfolio focused on arts and cultural development. The CCEO will serve as the chief strategist, advocate and tactical leader advancing the cultural life of Greensboro. In pursuit of this objective, he or she will work closely with arts organizations, arts funders, artists, advocates, educators, business leaders, community leaders and City officials.

The CCEO will be leading the way in these primary areas:

- Provide sustained support for arts and culture by enhancing and expanding resources
- Foster cultural equity and arts participation for all
- Create a prosperous environment for Artists and Arts and Culture organizations
- Support development of a vibrant City by raising awareness and enhancing visibility of the arts
Greensboro is many things to many people. To more than 67,000 students, we are a university city. We are home to many nationally recognized businesses and corporations. Greensboro has grown steadily over the past 30 years and has seen a rise in our millennial population over the last three years. Our history is that of designers, builders and creators. More than 20 languages are spoken in Greensboro. We are recognized nationally for our southern hospitality, our barbecue and our burgers. With Greensboro’s temperate climate and close proximity to both the mountains and the coast, we offer the best of both worlds. All of this makes us unique and makes us Greensboro.

Greensboro’s vast arts and cultural assets add to the quality of life and economic vitality. The arts bring more than $160 million in economic impact into Guilford County annually, support nearly 6,000 full-time jobs that generate $112 million in resident household income, and collect nearly $16 million in state and local tax revenue. Our cultural assets bring thousands of people to our City; this year alone more than 150,000 people attended the North Carolina Folk Festival Downtown. The Greensboro Science Center had more than 444,000 visitors within the last year and is expecting to reach 700,000 visitors next year. Few cities Greensboro’s size have an opera, ballet, symphony, art museum, state-of-the-art performing arts center, science center, major festivals, theatrical groups and an array of other arts and cultural organizations.

This is an extremely exciting time as the Tanger Center for the Performing Arts is set to open in 2020. The Greensboro arts and culture scene is on the precipice of being known across the country as an arts destination. We hope that you will be interested in playing a major part in this endeavor.
In recognition of the important role arts play in the local economy and culture, Greensboro City Council created a task force who worked with a professional consulting firm that together led the effort to develop the Greensboro Cultural Arts Master Plan (GCAMP) titled “Creative Greensboro.”

During 2018, nearly 700 individuals participated in a series of Town Halls, discussion groups, pop-up booths at two farmers markets and in individual interviews. An additional 1,100-plus participated in an on-line survey. The process was guided by a 21-member volunteer task force, and three subcommittees that worked with the consulting team in reviewing input from residents and a range of secondary data in shaping the vision, values and strategies of Creative Greensboro. The community engagement process sought to ensure broad-based input from a cross section of community members and stakeholders in Greensboro to identify the priorities of Greensboro residents.

The plan was adopted unanimously by the Greensboro City Council during the December 18, 2018 council meeting. Hiring a Chief Creative Economy Officer is the first step in the implementation process.
Under the general direction of the City Manager’s Office, the Chief Creative Economy Officer provides leadership to the Office of Arts and Cultural Affairs by developing policy, planning programs, and overseeing business functions to support and develop arts and culture in the City of Greensboro as outlined in the Creative Greensboro: Cultural Arts Master Plan.

The person in this position will serve as a steward of city-owned arts facilities and infrastructure, an advocate who advances the cultural life of Greensboro, and a chief strategist in implementing the Cultural Arts Master Plan by developing policies related to arts and culture in the City of Greensboro in cooperation with the Cultural Affairs Commission to provide sustained support for arts and culture.

The role will include overseeing planning and implementation of art, performance, literature and cultural programs by building various partnerships with community partners including arts and culture organizations, government agencies, nonprofits, schools and private industry to foster cultural equity and arts participation for all residents.

The CCEO will manage preservation, maintenance and enhancement of public art throughout the City to enhance Greensboro’s built environment, identity and sense of place and to promote economic
development through the arts. The CCEO will initiate creative place making programs across the city that may include public art as a foundation but also serve to enhance opportunities for participation and celebrate district neighborhoods and communities that are the fabric of Greensboro.

The CCEO will also lead the annual operation budget and grants program by monitoring and developing program budget and expenditures, researching grant opportunities, implementing grants process according to policies and procedures, reporting on finances, and maintaining grant records to provide sound fiscal management for the Office of Arts and Cultural Affairs.
The Ideal Candidate

- A politically astute person able to balance diverse agendas and points of views into the design of a city’s arts and culture strategic plan program, and in ways that address the needs of different populations, interests and perspectives of Greensboro residents

- A person able to understand the needs of the arts community while remaining focused on what can be delivered within the resource limits of the Office of Arts and Cultural Affairs

- An advocate who is able to operate in the space between strong public and private interest groups and explain the logic behind difficult choices and trade offs; strong familiarity with different cultural, artistic, ethnic and religious traditions and histories is an advantage

- A critical thinker who can research successful models for arts and culture initiatives and who possesses the skills to put them in practice

- A “doer” with a willingness to work hands-on in developing and executing a variety of activities ranging from the internal day-to-day, to the highly creative; an energetic, alert, creative, hardworking person, able to take immediate action when necessary

- A team builder able to establish a productive and harmonious environment through clarity and consistency of message with open lines of communication; a good listener; a diplomatic problem-solver who cares about impressions left with people

- Someone who has a graceful way of communicating and interacting with different personalities; a person with a good sense of humor; dynamic personality
Qualifications

- A minimum of a Bachelor’s degree in the arts, public administration or a related field
- A minimum of 7 to 9 years of record of success in arts leadership in private, public and community organizations
- Demonstrated ability to forge effective working relationships with a variety of individuals and groups, build consensus, foster teamwork and create a climate of trust and respect.

Salary and Benefits

- Hiring range is $82,267-$109,689 (the beginning salary will commensurate with experience).
- Information about the City’s comprehensive benefit package can be found here (or by pasting http://user-kcmpnye.cld.bz/Benefits-Book-2018/2/ into your browser).

How to Apply

- To apply for this exciting new position, visit the City’s website at greensboro-nc.gov and click on the Jobs tab at the top of the homepage. All applications must be fully completed and submitted via the online portal. Resumes and digital portfolios may be uploaded to the system but will not be accepted in lieu of a fully completed application.