CRESTED BUTTE CENTER FOR THE ARTS
Sales Manager
Job Description

Position Title: Sales Manager
Department: Marketing + Sales
Reports To: Director of Marketing + Sales
Employment Classification: Regular Part-Time
Compensation: $30-$35/Hour

Wage and Hour Classification: Non-Exempt
Expected Schedule: Approximately 20 hours per week
Work Location: Crested Butte, Colorado
Last Revised: October 28, 2026

About the Center for the Arts

The Center for the Arts is Crested Butte's gathering place for arts, culture, and community. Founded in 1987, the Center connects and enriches our community through performances, exhibitions, classes, festivals, and cultural experiences for everyone. Our 28,000-square-foot facility is home to a theater, studios, gallery, and gathering spaces that welcome artists, audiences, and community organizations year-round.

Position Overview

The Sales Manager is responsible for managing the full facility rental sales pipeline at the Crested Butte Center for the Arts, from generating new business and responding to inquiries through contracting, invoicing, and post-event follow-up. This role involves proactively engaging potential clients, leading compelling venue tours, and maintaining timely, professional communication.

This position requires strong sales skills, persuasive interpersonal abilities, and a high-energy, relationship-driven approach. The Sales Manager works collaboratively with the Programming team to achieve rental revenue goals, balance community access with earned revenue opportunities, and ensure exceptional client experiences.

Essential Responsibilities

Facility Rental Sales & Client Relations

- Manage the rental sales process from initial inquiry through contracting, invoicing, and post-event follow-up.

- Serve as the primary point of contact for rental clients, including individuals, businesses, nonprofit organizations, and community groups.
- Conduct facility tours, prepare proposals, negotiate terms, and proactively pursue new rental opportunities while cultivating strong client relationships and repeat business.
- Coordinate rental scheduling and approvals with the Programming Director, balancing revenue opportunities with community access and the Center's mission and programming priorities.
- Ensure timely, complete, and accurate handoffs to Event Managers, clearly communicating client expectations, contractual terms, event requirements, and any subsequent changes to support event planning and execution.
- Assist with co-production agreements, invoicing, and related financial settlements as directed.

Sales Performance and Systems

- Maintain accurate and up-to-date client records, sales activity, contracts, and financial information in the Center's systems.
- Track and regularly report on sales activity, conversion rates, rental revenue, client feedback, and progress toward established goals.
- Collaborate across departments to improve workflows, streamline processes through technology and automation, and enhance communication and client experiences.

Collaboration and Organizational Responsibilities

- Work collaboratively with colleagues across departments to support CFTA's programs, events, and operations, fostering positive and supportive working relationships.
- Provide warm, welcoming, and professional service to artists, patrons, community partners, and other stakeholders.
- Communicate proactively, respond constructively to feedback, approach challenges with a positive, solutions-oriented attitude, and follow through on commitments.
- Follow applicable CFTA policies, procedures, and safety requirements.
- Support other organizational activities and perform other reasonable duties as assigned.

Required Qualifications and Skills

- Two or more years of relevant experience in sales, hospitality, venue rentals, or a related field; equivalent education and experience considered.
- Strong sales and negotiation skills, with a proactive, results-oriented approach to generating new business.
- Demonstrates a sense of urgency and ability to meet deadlines.
- Strong and consistent ability to prioritize tasks and handle multiple responsibilities within a specified time frame.
- Excellent communication, relationship-building, and customer service skills, with an outdoing, enthusiastic, and approachable demeanor.
- Strong organizational skills, attention to detail, and ability to manage multiple priorities.
- Proficiency with technology, including CRM, ticketing, and event management systems.

- Strong problem-solving skills and ability to work collaboratively across departments, adapt to change, and respond constructively to feedback.
- Familiarity with the Crested Butte community and local event market preferred.

Working Conditions and Physical Requirements

- Work is primarily performed in an office environment at the Center for the Arts, with regular interaction with patrons, clients, and staff throughout the facility.
- Schedule is approximately 20 hours per week, primarily during regular business hours, with occasional evenings, weekends, or holidays as needed for client meetings, facility tours, and events.
- Ability to move throughout the facility, conduct tours, and assist patrons during events, with or without reasonable accommodation.
- Regular use of computers, phones, CRM and event management systems, and other office equipment.
- Occasional local travel may be required for meetings or community engagement activities.

CFTA provides reasonable accommodations to qualified individuals with disabilities in accordance with applicable law.

Please note this job description is not designed to cover or contain a comprehensive listing of activities. The Center for the Arts is a collaborative organization that relies on teamwork to do great things.