



Job Title: Executive Director (ED)

Reports To: Board of Directors

Location: Winston-Salem, NC

Salary: \$75,000 - \$85,000

Position Summary

The Executive Director (ED) of the Center for Creative Economy (CCE) serves as the chief executive and strategic leader of the organization, responsible for driving its mission: to launch, accelerate, and grow a diverse range of creative entrepreneurs and small business owners. The ED will oversee the vision, operations, programming, and fundraising efforts of the organization while building strategic partnerships and fostering an inclusive, thriving creative economy.

Working in close partnership with the Board of Directors, the ED leads a dedicated team in delivering high-impact programs that support creatives—from idea and early-stage development through business launch and growth. The ED champions an ecosystem of innovation, equity, and entrepreneurship, offering access to education, mentorship, and community.

This role combines nonprofit leadership with a strong understanding of the creative economy and entrepreneurial trends. The ED will guide the organization in strategy, fundraising, program innovation, and sustainability, ensuring that artists, makers, and creative entrepreneurs have the tools and resources to succeed.

Current CCE Programs

- Pathways for Entrepreneurial Success – 6 weeks
- Kinetic Boot Camp – 6 weeks
- Velocity Creative Business Accelerator – 10 weeks
- Momentum – Quarterly networking events (on pause as of August 2024)

Essential Functions and Key Responsibilities

Leadership & Strategy

- Serve as the primary ambassador and thought leader for CCE and its mission.
- Lead strategic planning and implementation aligned with organizational goals and evolving trends in the creative economy.
- Collaborate with the Board of Directors to ensure strong governance and accountability.

Fundraising & Development

- Oversee a comprehensive development strategy that includes corporate sponsorships, individual giving, foundation support, and government grants.
- Build relationships with donors and funders; lead cultivation, solicitation, and stewardship activities.
- Secure the funding necessary to sustain and expand CCE's annual operating budget.

Program Oversight & Innovation

- Guide the design, execution, and continuous improvement of CCE's core programs.
- Ensure programs effectively support creative entrepreneurs with relevant skills, mentorship, and access to networks and capital.
- Evaluate program outcomes using data and community feedback to refine and scale offerings.

Community Engagement & Partnerships

- Cultivate partnerships with city officials, community stakeholders, universities, and cultural influencers.
- Represent CCE at community events, funding pitches, and industry convenings to elevate its profile and impact.
- Build a diverse, inclusive community where creatives feel supported and represented.

Marketing & Communications

- Oversee brand identity, marketing strategy, and storytelling efforts.
- Ensure CCE's mission and success stories are clearly communicated across all channels to engage donors, partners, and participants.

Organizational Management

- Manage day-to-day operations, team leadership, HR functions, and organizational infrastructure.
- Maintain a healthy workplace culture that fosters collaboration, innovation, and equity.
- Ensure strong financial management, budgeting, and compliance with all applicable regulations and best practices.

Required Skills & Expertise

- Visionary leadership with demonstrated ability to manage teams and drive results
- Board development and governance experience
- Fundraising expertise, including grant writing and donor relations
- Budgeting and financial oversight

- Strategic planning and execution
- Public speaking, advocacy, and storytelling
- Program development and evaluation
- Stakeholder engagement and relationship building

Qualifications

- Bachelor's degree required; Master's degree preferred in Nonprofit Management, Business, Creative Industries Management, or a related field.
- Minimum 5 years of leadership experience in nonprofit management, small business development, or the creative sector.
- Proven track record in fundraising, especially with nonprofits of similar scale.
- Experience supporting or working with creatives (e.g., artists, designers, musicians, makers, digital creators).
- Strong understanding of entrepreneurship, economic development, and the unique challenges facing creative businesses.
- Exceptional communication, facilitation, and leadership skills.
- Commitment to equity, innovation, the arts, and community empowerment.

Additional Responsibilities

The Executive Director functions as the CEO of CCE and is responsible for all organizational areas, including Development, Budget and Financial Management, Program Implementation, Marketing, HR, Operations, and Community Relations.

Working Conditions & Physical Requirements

- Hybrid work schedule, including evenings and weekends for community and networking events.
- Local travel required, with occasional regional travel.
- Ability to lift or transport up to 25 lbs. of event supplies and materials for programs and workshops.

APPLY HERE

Center for Creative Economy has engaged Capital Development Services (CapDev) to conduct a search for this position. Candidates are required to submit a cover letter and resume. All materials will be kept confidential. Application materials will be reviewed as received. Additional inquiries may be directed to search@capdev.com.