**ARTIST ENTREPRENURIAL TRAINING SPECIALIST**

The Entrepreneurial Intensive Training is a program of the Shreveport Regional Arts Council. This training series is scheduled twice a year in the Spring and Fall. To be considered for this position you must be able to commit to the entire training series and initial planning process with local trainers and training team. We will accept resumes starting July 1st – July 30th. Artists must be active on the Northwest Louisiana Artists Directory at time of submission in order to be considered for this position. For additional information please contact, Vickie Marshall, Artist Resource Center Director at: [Vickie@shrevearts.org](mailto:Vickie@shrevearts.org) or Michael Graham, Local Trainer at: sva@hughes.net

**Qualifications for Entrepreneurial Training Specialist**

* Must have a history of success in business preferably art related (visual/performing)
* Understanding of Market place and business principles
* Instructing skills in class setting desired
* Must have working knowledge of required business structures, licensing requirements, and legal requirements of establishing a business.
* Must have a successful working knowledge of Marketing, in all areas including, website, facebook, social media outlets etc.
* Present excellent writing skills in Resume and Artist statement development and proposal presentation
* Clear understanding of business components to include; branding, planning, promotion, implementing, time management, goals and strategies.
* Experience in financial management for Artists, including; financial management, bookkeeping, record keeping, and taxation
* Experience with the development of business plans
* Excellent computer skills and communication skill a must.

Must be familiar with Identifying opportunities locally, regionally, statewide, nationally

* Gallery representation
* Arts Fairs, Festivals, and Markets
* Potential Public Art opportunities
* Compile a list of Potential Performing Arts Agents
* Potential Performing venues
* Identify Publications for Artists potential representation
* and national juried exhibitions and competitions

In addition to the above qualification the trainer must have the necessary skill to provide incorporate as a part of the program the following:

* Observe the Arts Council of New Orleans (ACNO) Artist Entrepreneurial Training Program in both New Orleans and in Shreveport to become familiar with the overall program, advise on the design of the local program, and to gain expertise in program material and professional training techniques to ultimately become a local specialists/artists’ experts to provide the training to artists.
* Must be able to create curriculum, PowerPoint presentations, and prospectus of class.
* Serve as an advisor on the ongoing development of the local Artist Entrepreneurial Training Program based on ACNO recommendations, program evaluation and the NWLA Artists Survey Analysis.
* Must be familiar with and able to create benchmarks to measure outcomes based on the NWLA Artists Survey Analysis.
* Assist in the initial recruitment and interview process for Artists who apply for training program.
* Make professional recommendations of ongoing development of the Resource Library, ensuring The Resource Library will become the “home” for the all the training materials and curriculum, the curriculum materials/literature will be easily accessible through on-going webinars, the website, and for library check-out.
* Continue to assess the program to ensure that needs and outcomes are being met and advise if either the programs or the outcomes need revision in order to meet the overarching goals to the Arts Entrepreneurial Training.
* Assist in the coordination of Pay-It Forward activities for Artists.