

Job Title: Programs Director

Organization: Central Region Ecosystem for Arts, Technology, & Entrepreneurship (CREATE)

Location: On site at CREATE's offices in Bowling Green, serving a 12-county region.

Job Type: Full-time

Reports To: Executive Director

Organization Overview: The Central Region Innovation & Commercialization Center ("CRICC"), d/b/a the Central Region Ecosystem for Arts, Technology, & Entrepreneurship ("CREATE") is a 501(c)(3) nonprofit organization whose stated mission is to foster an innovation environment that brings collaborators together across stakeholder groups to share their networks, design and test new ideas, commercialize proven solutions, and grow those solutions in our region. CREATE is headquartered in Bowling Green, KY, and—for its execution of these services as part of the Office of Entrepreneurship-KY Innovation Hubs program ("KY Innovation") for the Cabinet for Economic Development ("CED") and administered by the Kentucky Science & Technology Corporation ("KSTC")—serves a 12-county region of Kentucky, including Allen, Barren, Butler, Edmonson, Hancock, Hart, Logan, Metcalfe, Monroe, Ohio, Simpson, and Warren counties.

The Programs Director's work will be overseen by CREATE's Executive Director. As an independent nonprofit, CREATE's operations is overseen by its board of directors, and the position is funded by a contract with the Kentucky Cabinet for Economic Development.

Job Summary: CREATE's Programs Director is focused on the implementation of CREATE's programs to fulfill its obligations as a member of the KY Innovation Hubs Program for the Kentucky Cabinet for Economic Development. The Programs Director will lead team efforts for providing services to early stage and pivoting startups that are technology, tech-enabled, and innovation-led companies; in overseeing the strategy, development, and execution of the organization's programs and events; of leading the development of reports; and of acting as the organization's key representative within the region, to strategic partners, to the Cabinet of Economic Development, to the Kentucky Science and Technology Corporation, and to the other leadership of the KY Innovation Hubs Program. See a list of duties and responsibilities on the following page.

Application Information: Email a cover letter and resume to CREATE Executive Director Jeff Hook at william.hook@wku.edu.

Responsibilities & Duties:

- **Responsibility #1:** Management of the KY Innovation Hubs Program. Duties include:
 - Managing the daily operations of CREATE's execution of the contract with the Commonwealth of Kentucky for the KY Innovation Hubs program
 - Creating, executing on, and adapting CREATE's annual strategic plan for executing the KY Innovation Hubs program
 - Reporting on CREATE's KY Innovation Hub activities to meet weekly, monthly, quarterly, and annual deadlines, ad hoc requests, and regular CRM updates
 - Participating in KY Innovation digital communications and virtual meetings
- **Responsibility #2:** Management of CREATE programs, including:
 - Overseeing event, program, and marketing design for CREATE
 - Attending and supporting CREATE events throughout the year
 - Organizing and leading internal CREATE meetings and meetings with CREATE ambassadors and mentors, and regional investors
- **Responsibility #3:** Lead role in providing entrepreneur services. Duties include:
 - Supporting entrepreneurs in establishing a business in Kentucky, or moving all or a portion of an existing relevant startup's business to Kentucky
 - Participating in strategy sessions with entrepreneurs to review and advise on clients' general business concepts, plans, understanding of key markets, financial models, business development, contracts, grants, IP development, prototype development, and hiring strategy
 - Coaching, advising, encouraging, and checking in with entrepreneurs
 - Referring entrepreneurs to programs and events from partners, from other KY Innovation Hubs, and from the Cabinet for Economic Development (CED) and Kentucky Science and Technology Corporation (KSTC)
 - Reviewing and providing/gathering feedback to entrepreneurs for pitch decks, pitches, proposals, due diligence checklists, and other materials aimed at investors and funding sources
 - Providing warm introductions for entrepreneurs to relevant individuals and organizations who may become potential customers, partners, investors, funders, mentors, valuable subject matter experts, etc.
- **Responsibility #4:** Lead role in regional ecosystem building, including:
 - Gathering ecosystem needs from entrepreneurs in the region to represent those needs to ecosystem partners, regionally and statewide
 - Representing CREATE in meetings with ecosystem stakeholders and regular meetings with strategic partners
 - Engaging with CED, KSTC, and other Hubs, including periodic meetings of the KY Innovation Hubs and visits to other regional Hubs