



Creative Coach Operations Manager

Department: Creative Experiences & Operations

Reports To: General Manager

Directly Supervises: Creative Coaches

Location: The Artsnasium® – Arlington, Texas

Employment Type: Full-Time Leadership Position

Schedule: Flexible schedule including weekdays, evenings, Fridays, Saturdays, holidays, special events, and peak operating periods

Position Summary

The **Creative Coach Operations Manager** leads the people, systems, and daily execution behind The Artsnasium® Creative Adventure Zone experience.

This position directly manages the Creative Coach team and is responsible for ensuring all six Creative Adventure Zones are appropriately staffed, prepared, safe, engaging, and consistently delivering the Artsnasium experience.

The Creative Coach Operations Manager recruits, trains, schedules, coaches, develops, and evaluates Creative Coaches while maintaining consistent standards across each zone.

This leader serves as the bridge between creative programming and daily operations—making sure great ideas can be successfully executed by the Creative Coach team.

Most importantly, the Creative Coach Operations Manager protects The Artsnasium's unique approach to creative exploration:

The Creator creates. The Creative Coach helps make it possible.

Key Responsibilities

Creative Coach Leadership

- Provide direct leadership to The Artsnasium Creative Coach team.

- Recruit, interview, onboard, train, coach, develop, and evaluate Creative Coaches in partnership with management.
- Establish clear expectations for performance, professionalism, safety, guest engagement, and zone operations.
- Conduct regular coaching conversations and provide constructive feedback.
- Recognize outstanding performance and encourage continued employee development.
- Address performance concerns promptly and consistently according to company procedures.
- Build a supportive, collaborative, creative, and accountable team culture.
- Serve as the primary operational resource for Creative Coaches.

Creative Adventure Zone Operations

Oversee daily Creative Coach operations across all six Creative Adventure Zones:

Creation Station

Music Mountain

Broadway Boulevard

STEM Discovery Lab

Elijah's Storytime Corner

Adventure Playground

Ensure each zone is:

- Appropriately staffed.
- Open and operational as scheduled.
- Clean, organized, and guest-ready.
- Properly stocked with required materials.
- Operating according to safety standards.
- Delivering approved experiences consistently.
- Providing welcoming and engaging interactions for Creators and families.

Conduct routine walkthroughs throughout the operating day and address concerns proactively.

Scheduling & Deployment

- Develop and maintain Creative Coach schedules based on attendance projections, operating hours, events, and staffing needs.
- Assign Creative Coaches to appropriate zones based on training, strengths, experience, and operational requirements.
- Coordinate breaks, rotations, shift changes, and coverage.
- Respond to call-outs and unexpected staffing changes.
- Cross-train Creative Coaches to support multiple zones whenever practical.
- Maintain appropriate staffing levels during peak attendance periods.
- Coordinate with the General Manager and Operations Supervisors regarding overall facility staffing needs.

Training & Development

- Develop and facilitate Creative Coach onboarding and ongoing training.
- Ensure Creative Coaches understand The Artsnasium mission, Creative Adventure Zones, guest-service expectations, and safety procedures.
- Train team members on approved activities, materials, equipment, and zone-specific procedures.
- Provide refresher training when experiences or procedures change.
- Observe Creative Coaches during live operations and provide real-time coaching.
- Identify future team leaders and support their professional development.
- Maintain required training records and documentation.

Protect the Creative Coach Philosophy

The Creative Coach Operations Manager is responsible for ensuring Creative Coaches understand the difference between **coaching creativity** and **directing creativity**.

Creative Coaches should encourage Creators to:

- Explore.
- Experiment.
- Ask questions.
- Make choices.
- Solve problems.
- Perform.
- Imagine.
- Create independently.
- Feel confident in their ideas.

Creative Coaches should not unnecessarily dictate what a child's finished creation must look or sound like.

The goal is not identical outcomes.

The goal is creative confidence.

Experience Quality

- Monitor the quality and consistency of Creative Adventure Zone experiences.
- Observe guest engagement and identify opportunities for improvement.
- Ensure approved activities are being facilitated appropriately.
- Work with leadership to test and implement new creative experiences.
- Gather feedback from Creative Coaches regarding activities, materials, equipment, and guest responses.
- Recommend adjustments based on operational observations.
- Help maintain a balance between structured experiences and open-ended creativity.

Materials & Supplies

- Monitor Creative Adventure Zone materials and supply levels.
- Establish appropriate restocking procedures.
- Coordinate supply requests and inventory needs with management.
- Help control unnecessary waste while ensuring Creators have sufficient materials.
- Ensure materials are stored safely and appropriately.
- Remove damaged or inappropriate materials from use.
- Help maintain organized zone storage areas.

Creative Passports

- Ensure Creative Coaches understand and correctly follow Creative Passport procedures.
- Monitor consistency of passport stamping within Creative Adventure Zones.
- Reinforce established limits and participation requirements.
- Coordinate with Admissions and Guest Experience when passport questions or concerns arise.
- Help protect the integrity of the Creative Passport experience.

Safety & Risk Management

- Maintain strong safety awareness throughout all Creative Adventure Zones.
- Ensure Creative Coaches complete required safety training.
- Monitor zones for hazards and address concerns promptly.
- Remove unsafe materials or equipment from use when necessary.
- Coordinate with Maintenance and Custodial teams regarding facility concerns.
- Ensure incidents are reported and documented according to company procedures.
- Reinforce child-protection and professional-boundary expectations.
- Assist with emergency procedures and evacuation responsibilities as assigned.

Creator & Family Experience

- Maintain high standards for interactions with children and families.
- Support Creative Coaches when challenging guest situations arise.
- Respond professionally to questions or concerns involving Creative Adventure Zone experiences.
- Escalate serious concerns to the General Manager when appropriate.
- Help ensure Creators of different ages, abilities, personalities, and experience levels feel welcomed and encouraged.

Programs, Parades & Special Events

- Coordinate Creative Coach participation in Creator Parades, Artie appearances, seasonal activities, special events, and community programs.
- Ensure appropriate Creative Adventure Zone representation during major events.
- Help prepare Creative Coaches for new experiences and seasonal programming.

- Collaborate with Birthday Party Hosts and Parade Team Members when Creative Coaches support those experiences.

Administrative Responsibilities

- Maintain applicable schedules, training records, supply requests, zone checklists, and operational documentation.
- Track Creative Coach attendance and performance concerns.
- Assist with labor planning and staffing projections.
- Participate in leadership meetings.
- Provide updates to the General Manager regarding Creative Coach operations.
- Identify trends, challenges, and opportunities within the Creative Adventure Zones.
- Support development and revision of Creative Coach operating procedures.

Leadership Responsibilities

- Serve as a visible leader throughout The Artsnasium.
- Model professionalism, creativity, hospitality, accountability, and safety.
- Support Operations Supervisors during high-volume periods.
- Serve as Manager on Duty when appropriately trained and assigned.
- Collaborate with Admissions, Guest Experience, Birthday Parties, Retail, Cafe, Parade, Custodial, Maintenance, and other operational teams.
- Perform other leadership responsibilities necessary to support successful Artsnasium operations.

Qualifications

- Associate's / Bachelor's degree in Education, Fine Arts, Music, Theatre, Recreation, Child Development, Hospitality, Business, Management, or a related field preferred; equivalent leadership experience may be considered.
- Previous supervisory or management experience required.
- Experience working with children, youth programs, museums, attractions, recreation, education, arts organizations, family entertainment, camps, or similar environments strongly preferred.
- Experience training and developing employees.
- Strong leadership, communication, organization, and problem-solving skills.
- Demonstrated ability to manage multiple employees and operational areas simultaneously.
- Understanding of child-centered, exploratory, or hands-on learning environments preferred.
- Ability to coach employees without micromanaging them.
- Strong commitment to inclusion, creativity, safety, and exceptional guest experiences.
- Comfortable working in a high-energy environment.
- Ability to use scheduling, communication, and workplace technology.
- Dependable attendance and punctuality are essential.

- Must successfully complete all required background screening, training, and employment requirements.

Physical & Work Requirements

The Creative Coach Operations Manager is an active floor-based leader and may stand and walk for extended periods.

The position may involve bending, reaching, assisting with activity setup, moving supplies, demonstrating experiences, and traveling frequently between Creative Adventure Zones.

This is not primarily a desk-based management position.

The Creative Coach Operations Manager should be highly visible throughout the facility and regularly observe Creative Coaches and Creator experiences firsthand.

Reasonable accommodations may be provided in accordance with applicable law.

What We're Looking For

We're looking for a leader who understands that managing Creative Coaches is different from managing a traditional classroom.

The Artsnasium isn't built around telling every child what to create.

It's built around giving children opportunities, materials, encouragement, and permission to discover what **they** can create.

The Creative Coach Operations Manager must develop a team capable of making that philosophy real every day.

This leader should demonstrate:

Leadership • Creativity • Coaching • Organization • Encouragement • Accountability • Safety • Innovation • Teamwork

The strongest Creative Coach Operations Manager will know when to provide direction, when to coach an employee, when to solve an operational problem—and when to simply give a Creator room to imagine.

Our Creative Coaching Philosophy

The Creator creates. The Creative Coach helps make it possible.

Our Mission

To inspire children and families through hands-on creative experiences that cultivate imagination, confidence, learning, and joyful exploration in a safe, welcoming environment.

The Artsnasium®

Where Creativity Comes to Play.

**Every Child Is Creative.*