

POSITION DESCRIPTION

Performing Arts Promotion and Operations Supervisor

Position Performing Arts Promotion and Operations Supervisor
Department/Site Visual and Performing Arts
FLSA Exempt
Evaluated by Director of the Haugh Performing Arts Center
Salary Range 10

Summary

Under the general direction of the Director of Haugh Performing Arts Center, the Performing Arts Promotion & Operations Supervisor is responsible for the optimal performance of all operations and projects involving front-of-house activities of the performing arts center including marketing, advertising, box office and event management.

Essential Duties and Responsibilities

- Develops and implements the marketing campaign for all Haugh performing arts center-presented performances.
- Supervises the operation of the box office including monitoring of sales (box office, on-line, etc.), supervision of box office cashiers and reconciliation of accounts.
- Manages all aspects of the ticketing database system, including programming for in-house and on-line ticket sales, user training, vendor relationships, server and system maintenance and upgrades, and PCI compliance. Manages all aspects of the patron database including growth, integrity, maintenance, reporting, and mail list generation.
- Develops direct mail campaign and distribution plans for mailing printed marketing materials to patron database list and purchased lists. Works with graphic designer to create brochures, flyers, postcards or other print materials for campus-sponsored events. Works with Reprographics, outside mail houses, list vendors, etc. to ensure distribution meets deadlines and budgets.
- Designs and implements campaign for subscription sales and renewals. Manages all aspects of annual subscriber renewals, invoicing and seating for multiple seasons and packages.
- Develops and implements an advertising campaign within budget utilizing print, radio and web outlets. Supervises graphic artist for print design for newspaper ads. Works with outside advertising reps and/or production houses to create radio/web campaigns.
- Works with campus web designer to design, and build the Performing Arts Center website. Updates the website to ensure it remains current at all times. Develops and implements online/email marketing campaigns as the technology further develops.
- Creates and distributes media advisory information for print, and web media. Develops relationships to encourage pre-press articles about campus-sponsored events.
- Hires, trains and schedules Performing Arts Center part-time event coordinators, house managers and ushers. Provides staff support by working at campus-sponsored events and as necessary at rental events.
- Works with renters, artists, artist representatives or visual arts staff to organize event needs including event front-of-house setup, artist merchandise sales, and adequate staffing. Programs and prints house tickets for renters as needed. Foresee and plan for any necessary procedures for crowd control specific to the event. Works with Campus Safety and community emergency services as needed.
- Maintains positive working relationships with other departments on campus.

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- Communicates District policy and administrative decisions to assigned personnel and students.
- Administers the collective bargaining agreements among the District and the classified union.
- Creates an atmosphere of collegiality and supports the goals of participatory governance.
- Supervises and evaluates assigned personnel.
- Resolves conflict.
- Insures compliance with local, state, and federal regulations.
- Performs other duties as assigned that support the overall objective of the position and the District's mission and philosophy.

Knowledge, Skills and Abilities

- Knowledge of and ability to program current ticketing software.
- Knowledge of current marketing trends and techniques.
- Knowledge of theatrical, musical and entertainment industries.
- Knowledge of basic accounting and accounts payable practices and budgeting.
- Knowledge of scheduling, crowd control, and ADA compliance requirements.
- Excellent customer service skills and conflict resolution skills.
- Ability to perform all of the relevant duties of the position with only general direction.
- Ability to work effectively in a shared governance environment.
- Ability to provide customer support from a management level.
- Ability to provide customer service protocol with a customer service-oriented priority.
- Ability to effectively use a personal computer and a variety of job-related software applications.
- Ability to conduct long-range planning.
- Ability to communicate effectively, in English, with a diverse population both orally and in writing.
- Sensitivity to, understanding of, and respect for the diverse academic, socioeconomic, ethnic, religious, cultural background, disability, and sexual orientation of community college students, faculty, and staff.

Education and Experience

- Possession of a bachelor's degree in marketing, theatre, arts administration, graphic arts, or a related field, and a minimum of two years of work experience in a performing arts related field.

Licenses and Certificates

- Possession of current AED, CPR and First Aid certificates.