

POSITION DESCRIPTION

Visual and Performing Arts Academic Production and Promotions Supervisor

Position Visual and Performing Arts Academic Production and Promotions Supervisor
Department/Site Visual and Performing Arts
FLSA Exempt
Evaluated by Dean of Visual and Performing Arts
Salary Range 10

Summary

Under the general direction of the Dean of Visual and Performing Arts, the Visual and Performing Arts Academic Production and Promotions Supervisor represents the District and is responsible for public relations activities, digital media marketing for the division and the overall promotion and recruitment for the VPA program. Advises and assists in the budgetary aspects of productions and public relations activities. Advises and assists in personnel assignment and supervision within the department. Acts as production coordinator and booking agent for all off campus performances. The Visual and Performing Arts Academic Production and Promotions Supervisor is responsible for maximized facilities usage.

Essential Duties and Responsibilities

- Coordinates all phases of the visual and performing arts program.
- Originates and manages digital/social media for VPA programs including the creation of content to assist with recruitment efforts and performance marketing. This includes managing Citrus VPA/Arts Facebook, Instagram, TikTok, Twitter, and YouTube channels, as well as individual ensemble Instagram pages/groups.
- Identifies and studies new trends in social media marketing, which includes learning new software/programs to maximize exposure.
- Develops and implements additional digital marketing efforts for all VPA program performances in conjunction with the Haugh PAC Staff and Operations Supervisor.
- Develops and implements email campaigns for marketing and recruitment materials to reach an email list curated and maintained by this position.
- Develops and implements an advertising campaign within budget, utilizing print, radio, television, and web outlets for productions needing additional marketing.
- Supervises graphic artists for print design and newspaper ads through partnerships with outside advertising reps and/or production houses; as necessary, through these partnerships, creates radio/web/TV campaigns.
- Supervises and manages the content on both of the Citrus VPA websites: Citrusarts.org and Citrusartsproductions.org. Updates the websites to ensure they remain current at all times.
- Originates and coordinates all on and off-campus student performances. Current performance groups include Citrus Singers, Night Shift, Speakeasy, Treble Chorus, the Castaways, and the Emerging Theatre Technologies (ETT) program.
- Originates and coordinates the department's off-campus engagements, including travel details, budgets, itinerary planning, and financial information for summer tours for all ensembles above.
- Negotiates performance fees and tracks all income for the various ensembles above.
- Functions as budget advisor on all department projects and productions.
- Functions as booking agent for the department.
- Manages the creation and storage of all VPA media content, including videos, photos, and copy used by the HPAC and Citrus College External Relations.

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- Coordinates and manages student photographers/videographers that help create the content above, which further develops their professional portfolios. Creates and curates photography internship with Photography instructors to assist with content creation and students' professional development.
- Maintains costume inventory for performing arts ensembles.
- Assists with purchasing/coordinating of theatrical props or costumes.
- Creates and distributes divisional posters, fliers, information items in relation to recruitment, performance marketing and registration in both hard-copy and digital formats.
- Plans opportunities for student involvement on VPA and District digital platforms.
- Represents the District while assisting with the planning and implementation of on campus events such as fundraisers, recruitment days, and ceremonies.
- Assists with the scheduling of classes, updating of catalogue, as well as other visual and performing arts related materials.
- Assists with instructor assignments, ensuring compliance with policies regarding faculty load.
- As needed, calculates faculty loads across an assortment of assignments and disciplines.
- Selects, trains, and supervises staff and student workers.
- Participates in the hiring of classified staff.
- Evaluates staff and student workers.
- Monitors and provides budget analysis information on all area, District, and production budgets.
- Supervises use of department facilities with regard to instructional program.
- Establishes and maintains departmental/performance master calendar.
- Represents the District and coordinates public relations activities for the various Visual and Performing Arts Department divisions comprising of, but not limited to, dance, theatre, vocal music, instrumental music, recording arts, photography, video technology, and Gallery Exhibitions.
- Assists in student recruitment efforts within the department, with External Relations staff, and with performing arts staff.
- In cooperation with the Foundation office, supervises and coordinates the Golden Circle Program, including all activities designed to further its expansion and maintenance.
- Maintains positive working relationships with other departments on campus.
- 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.
- Ensures 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 the academic and performance related aspects of all visual and performing arts programs as they interface with the entertainment industry.

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- Legal and budgetary knowledge of the function of a booking agent in the entertainment industry, combined with a thorough knowledge of the District policies and procedures.
- Knowledge of commonly accepted professional business practices of the entertainment industry.
- Knowledge of digital marketing and social media marketing practices.
- Management skills in budget formation and administration.
- 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.