



Position Description

Position: Performing Arts Promotion & Operations Supervisor	Position Number: 479801
Department/Site: Fine & Performing Arts	FLSA: Exempt
Evaluated by: Director of Performing Arts Center	Salary Range: 10

Summary

Under the general direction of the director of performing arts center, the position of 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

- Develop and implement the marketing campaign for all Haugh performing arts center-presented performances.
- Supervise the operation of the box office including monitoring of sales (box office, on-line, etc.), supervision of box office cashiers and reconciliation of accounts.
- Manage 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 system back-up. Manage all aspects of the patron database including growth, integrity, maintenance, reporting and mail list generation.
- Develop direct mail campaign and distribution plan for mailing printed marketing materials to patron database list and purchased lists Work with graphic designer to create brochures, flyers, postcards or other print materials for campus-sponsored events. Work with Reprographics, outside mail houses, list vendors, etc. to ensure distribution meets deadlines and budgets.
- Design and implement campaign for subscription sales and renewals. Manage all aspects of annual subscriber renewals, invoicing and seating for multiple seasons and packages.
- Develop and implement an advertising campaign within budget utilizing print, radio and web outlets. Supervise graphic artist for print design for newspaper ads. Work with outside ad reps and/or production houses to create radio/web campaigns.
- Work with campus web designer to design, build and continually update the Haugh performing arts center website. Develop and implement online/email marketing campaigns as the technology further develops.
- Create and distribute media advisory information for print, and web media. Develop relationships to encourage pre-press articles about campus-sponsored events.
- Hire, train and schedule Haugh performing arts center part-time event coordinators, house managers and ushers. Provide staff support by working at campus-sponsored events and as necessary at rental events.
- Work with renters, artists, artist representatives or fine arts staff to organize event needs including event front-of-house setup, artist merchandise sales, and adequate staffing. Program and print house tickets for renters as needed. Foresee and plan for any necessary procedures for crowd control specific to the event. Work with security and community emergency services as needed.
- Perform related duties as assigned.

Qualifications



Position Description

Knowledge, Skills and Abilities

- Knowledge of 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.
- Perform all of the relevant duties of the position with only general direction.
- Work effectively in a shared governance environment.
- Provide customer support from a management level.
- Provide customer service protocol with a customer-service oriented priority.
- Use effectively a personal computer and a variety of job-related software applications.
- Conduct long-range planning.
- Communicate clearly and concisely, both orally and in writing.
- Demonstrate effective communication in a multi-cultural environment with faculty, staff and students.
- Establish and maintain cooperative and effective working relationships with members of the college community and with outside contacts.
- Coach and manage assigned staff.

Physical Abilities

- Incumbent must be able to function effectively indoors engaged in work of primarily a sedentary nature.
- Requires the ability to sit for extended periods of time to accomplish data entry and deskwork.
- Requires sufficient arm, hand, and finger dexterity in order to use a personal computer keyboard, multi-media presentation, and other office equipment.
- Requires normal hearing and speaking skills to communicate in one-on-one and small group settings and distinguish sound prompts from equipment.
- Requires visual acuity to read printed materials and computer screens.

Education and Experience

- Possession of a bachelor's degree, with a major in marketing, theatre, arts administration or a related field. Minimum of two years work experience in performing arts related field required. Experience in box office management, advertising techniques and/or event management are preferred.

Licenses and Certificates

- CPR and First Aid certificates. May require a valid driver's license.

Working Conditions

- Work is performed indoors where minimal safety considerations exist.