

## PERFORMING ARTS CENTER ADMINISTRATOR

### JOB DESCRIPTION

**Classification Responsibilities:** The Performing Arts Center Administrator performs administrative work involving planning, developing, coordinating, and supervising City Performing Arts Programs, and management for the Mesa Arts Center (MAC) facility (theater/plaza complex), which includes theaters, and an exterior plaza used for: cultural programming, arts, community festivals, special events, and rental functions. Duties include: developing, administering, and monitoring the MAC's annual budget of approximately \$3 million; managing, planning, and maintaining the 110,000 square foot theater/plaza facility (building maintenance, security, safety issues, scheduling, etc.), as well as for the 115,000 square foot plaza area; developing short- and long-term arts program objectives; administering use agreements with affiliate arts organization user groups, presenting national and international artists, overseeing the administration of arts grants and endowments awarded to the performing arts program and capital fund areas; and administration of theater staff, building maintenance staff, and administrative support staff. This position also functions as a liaison between the MAC, division management, the Museum and Cultural Advisory Board, and community interest groups. This class performs related duties as required.

**Distinguishing Features:** This class is distinguished from the Arts Administrator, Museum Administrator, and Youth Museum Administrator by the Performing Arts Center Administrator's responsibilities for 500+ annual events (indoor and outdoor), which change more frequently (daily), and require greater interactions with national and international performing artists and their business representatives, and include greater demands for space rental agreements. Furthermore, the Performing Arts Center Administrator relies on externally developed programming (example: "imported" programs), differing from the programs of the museums and arts center, which have primary involvement with in-house productions/programming, over which they have substantial control. An employee in this classification is required to attend performances (including weekends) at the Mesa Arts Center to the extent required to fulfill job responsibilities as directed by the MAC Executive Director. This class is supervised by the MAC Executive Director who reviews performance through meetings, discussions, conferences, reports, and observations of results of programming and events. This class is FLSA exempt-executive.

### QUALIFICATIONS

**Employee Values:** All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Arts Administration, or a closely related field, with a specialization in one or more of the performing arts, preferably supplemented by courses in management, business, or public administration. Extensive (5+ years) progressively responsible experience in the organization and management of cultural or arts programs and facilities in a public setting, including considerable (3 - 5 years) supervisory experience in theater operations, including theater equipment setup, operation, and maintenance.

**Special Requirements.** None.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Experience in performing arts center development, contract administration, fundraising, grant compliance, and personnel management is preferred. Graduation from an accredited college or university with a Master's Degree in Arts Administration, or closely related field is highly desirable.

## **ESSENTIAL FUNCTIONS**

**Communication:** Communicates with the general public, other City employees, vendors, management, contractors, architects, members of the design team, Mesa Arts and Entertainment Center Design Committee, public officials, arts and entertainment professionals and their business representatives, educational institutions, patrons of the theater/plaza complex, Mesa and Valley arts organizations, downtown business representatives, and the Museum and Cultural Advisory Board, in order to promote and educate their representatives about the MAC (theater/plaza complex), and associated City arts programs and services. Prepares written documents and professional papers and articles in order to provide information relating to the facility. Provides interviews with electronic and print media; makes presentations to professionals in the arts and entertainment field, as well as to other interested groups for the purposes of informing, instructing, and/or persuading citizen groups, service organizations, other City personnel, boards regarding the MAC vision, policies, and processes. Instructs and trains subordinates, board members, colleagues, and committee members regarding City policies, facility use guidelines, arts field issues, marketing, grant writing, fundraising, event management, advocacy and non-profit group management, and serves as the primary liaison to outside user groups.

**Manual/Physical:** Reviews the work products of others to ensure compliance with standard operating procedures, including adherence to facility health and safety regulations. Inspects, monitor, and evaluates information and work-related conditions (facility, theaters, back-of-house, plaza, equipment, and exterior safety and cleanliness) to determine compliance with prescribed operating, safety, and security standards; during construction phase, conducts daily visual review and consultation regarding work on theater/plaza complex. Prepares and updates schedules, graphs, or similar charts (fundraising and marketing trends, attendance trends, budgetary information), to explain, make public presentations, and educate target populations, such as advisory boards, City Council, and staff.

**Mental:** Plans, organizes, and directs the activities of the MAC, associated City arts programs and services (including arts education, marketing of the theater/plaza complex, and fundraising). Supervises and evaluates the administrative and manual work of subordinate personnel, including work with plays, concerts, movies, public/special events, festivals, and rentals; and prioritizes own administrative work. Resolves procedural and operational problems pertaining to personnel management, facility operation, and program delivery, by interacting with staff, outside contractors, non-profit support groups, and business entities. Coordinates work activities and program functions with other City departments, other cities, convention/visitors services agencies, and other agencies (such as Valley arts/cultural and social non-program organizations, boards, and committees). Develops policies and procedures, short- and long-term objectives and plans for the MAC and other associated City arts programs and services. Conducts research and analyzes data (example: budgetary, marketing, ticket sales, patron attendance, fees/charges, fundraising, surveys, economic impact, etc.), to develop facilities and programs, and prepare budgets; and set priorities, set fees, and monitor revenue centers. Performs cost analysis,

revenue, and year-end projections. Makes statistical inferences from data, as well as from written materials (City policies, professional journals and newsletters, local/state/national reports and studies, and meeting minutes of related committees and boards). Reviews and interprets contracts, blueprints, and layouts for performance requirements, displays, and traffic flow for events. Creates arts programming in response to identified community needs and develops methods of supporting and funding community-wide arts and cultural programs, services, and opportunities.

**Knowledge and Abilities:**

Knowledge of:

the methods and practices used to plan, organize, schedule, and direct specialized arts and cultural programming;  
community needs and issues related to organized arts programs for children and adults;  
the principles and practices of arts and educational program management;  
the theories and principles of public relations;  
principles and practices of arts program and arts facility management;  
presenting of professional performing arts artists and contract negotiation;  
local communications media and techniques for effective advertising and promotion; and  
budget preparation, justification, fundraising, grant-writing, and management methods.

Ability to:

oversee the planning of special events and evaluate program effectiveness and participation;  
practice effective listening and effective communications with employees, citizens, and other interested individuals/groups of varying educational and sociological backgrounds and values;  
negotiate and exercise responsibility for facility use contracts including shared use agreements with other agencies and individuals;  
develop and implement methods and procedures for improved cost-effectiveness and participation by the public and associated organizations;  
effectively resolve public relations and disciplinary problems, and deal tactfully and courteously with the public and staff;  
conduct special information tours for members of the press, citizen groups, and donors with regard to publicity and fundraising;  
represent the MAC at national, state, and local professional organizations to enhance the MAC's involvement in and commitment to the community as both a resource and provider;  
research potential funding prospects and monitor progress;  
prepare and write formal fundraising proposals tailored to individual, corporate, or foundation donors;  
provide advice on developing, marketing, and producing fundraising events and projects to assure appropriateness of these events to the various oversight boards, the MAC, and the City;  
advise boards and committee members about specific calls, contacts, and foundation research;  
establish professional contacts with potential donors, performers, user groups, and other artists, as well as the staff of similar facilities;  
secure donations or volunteers for specific programs;  
facilitate staff roundtable discussions to integrate staff in all levels of planning and presentation; and  
exercise initiative and judgment in the improvement, development, and conduct of theater/plaza complex programs within the context of the City Code of Ethics and MAC mission statements.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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JOB FCTN-ADM

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