

AMPHITHEATRE COORDINATOR

JOB DESCRIPTION

Classification Responsibilities: The Amphitheatre Coordinator is responsible for overseeing the booking and sales, accounting, marketing, event scheduling, ticket sales operations, and ticketing system management for the Mesa Amphitheatre. Responsibilities include: managing event booking and sales, coordinating marketing initiatives, overseeing ticketing operations and ticketing systems, and supervising box office staff to ensure efficient and customer focused service. The Amphitheatre Coordinator works closely with promoters, vendors, and internal staff to deliver successful events and maximize revenue opportunities. Specific duties include: serving as the primary contact for event promoters, artists, and prospective and confirmed lessees regarding facility availability; negotiating event dates, rental rates, and contract terms within established guidelines; maintaining the venue calendar, ensuring accurate scheduling and organization; developing and managing relationships with promoters to maximize bookings and revenue; preparing event proposals, contracts, and supporting documentation; conducting venue tours; generating new business through cold calling and leads, and attending networking meetings; managing the computer ticket system to include programming, setting up, and configuring event information for the Mesa Amphitheatre; coordinating marketing campaigns for Amphitheatre events including digital, print, social media, and community outreach; tracking and reporting tickets sales; monitoring budget expenditures; and providing daily box office reports, settlements, and statistical data for each event. This class will also serve as the point of contact throughout the event and ensure facilities, equipment, physical setup, and labor provided meet the requirements of event and tenant contractual agreements.

Distinguishing Features: Work is performed with considerable independence under the general supervision of a Parks, Recreation and Community Facilities Venue Operations Supervisor who evaluates work through meetings, conferences, reports, and results achieved. Employees in this class may work irregular hours, evenings, and weekends. This class is FLSA exempt-administrative.

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 an Associate's Degree in Business Administration, Marketing, Public Relations, or a related field. Considerable (3 - 5 years) experience in hospitality or public venue sales that includes booking events for a convention or cultural center, hotel, amphitheatre, live music venue, or other large use facility such as meetings, conferences, exposition events, and/or social events. Good (1 - 3 years) supervisory experience.

Special Requirements. None.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. None.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, public officials, management, contractors, community organizations, artists, and promoters in order to manage ticket sales and support and enhance the unit's technical systems and software. Communicates with team members to train and instruct on system changes, provide direction, and to achieve and maintain effective customer service. Presents ideas clearly, both verbally and in writing, to share information or knowledge, negotiate and discuss alternatives, and address problems/conflict situations. Manage clients in order to: answer questions, resolve problems, respond to requests for service, promote use of the facilities, and obtain information regarding requirements for booking space. Instructs and trains subordinates in the policies, procedures, and methods used for implementing contracts and correspondence with clients and reports. Meets with clients of the facility to determine their needs. Designs, writes, and edits a variety of printed material including brochures, flyers, and newsletters. Prepares comprehensive written documents such as: contracts, correspondence, proposals, and reports in order to communicate information.

Manual/Physical: Reviews the work of subordinate personnel to ensure compliance with standard operating procedures. Inspects, monitors, and/or evaluates information, work-related conditions, and objects such as technical equipment to determine compliance with prescribed operating and safety guidelines or other industry standards and regulations. Compiles information for special projects or reports. Creates and maintains complex records, databases, online forms, specialized seating charts, and integrated filing systems by operating a variety of standard office equipment and entering data and information into a personal computer (PC). Creates and builds ticket programs into the computer system. Sets up technical hardware and software and provides support for ticket scanning devices. Updates and designs web pages. Meets scheduling and attendance requirements. Updates event information by entering data into a computerized event management system. Operates a variety of standard office equipment in order to: facilitate the exchange of information, document booking of events and activities, and document data related to the events.

Mental: Plans, organizes, and/or directs the Mesa Amphitheatre Box Office and Sales activities. Supervises and evaluates the work of subordinate personnel. Prioritizes and assigns work to personnel and prioritizes own work. Resolves procedural, operational, and/or other work-related problems. Coordinates work activities and box office functions with other City departments. Develops policies and procedures and short- and long-term objectives. Performs mathematical calculations, uses accepted accounting practices, and performs financial and/or cost analysis. Prepares operations budget. Learns job-related material including hardware and/or software through self-study or vendor training. Conducts research and analyzes system-related data to improve system and/or process performance. Assesses priorities and assigns work to personnel, and prioritizes own work by ascertaining the capability of the facility to service events and/or activities on requested dates. Resolves procedural, operational, and other work-related problems in accordance with established policies and procedures

Knowledge/Skill/Abilities:

Knowledge of:

AudienceView ticketing system and or ticketing software;
ticket scanning devices, hardware and software;

principles of business systems analysis, including the analysis of procedures, equipment, and methods;
ticket inventory, sales, seating, and ticketing operations practices;
appropriate accounting practices needed to reconcile event audits;
principles of customer service and supervision;
intermediate concepts of desktop operating systems;
principles and practices of marketing, sales, and public venue management;
modern principles and practices of facility event planning, coordination, and production;
City ordinances, fire and life safety codes;
City and Department/division policies relating to Mesa Amphitheatre activities and the Americans with Disabilities Act;
business practices as they pertain to billing and contractual arrangements for facilities; and
principles of public relations and marketing.

Skill in database administration.

Ability to:

analyze hardware and software problems and develop effective solutions;
explain computer software, technology, and web applications in non-technical terms;
handle large sums of money using prescribed cash management controls and procedures;
identify potential problems and make plans for corrective action;
establish and maintain effective relationships with fellow staff and facility users;
plan, direct, and evaluate the work of subordinates;
perform detailed research on complex service issues and produce effective solutions;
handle a variety of day-to-day tasks concurrently;
renegotiate space, dates, and services if circumstances require preempting previously booked clients;
promote the City as a concert/event site;
research, compile, and organize information for budget and program monitoring and planning;
work tactfully and courteously with a wide range of people who use the event facilities;
train staff and coordinate job responsibilities; and
establish effective working relationships with employees, clients, and the general public.

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.

New 12/25

TR/js/ah

CS5208

EEO-Prof

JOB FCTN-OFF

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 52

IND-8810

SWORN-No

Non-DOT Random-N

DOT-N

Increments 61-200