

PERFORMING LIVE PROGRAM MANAGER

JOB DESCRIPTION

Classification Responsibilities: The Performing Live Program Manager oversees the booking, contracting, management, and settlement of all Performing Live events at the Mesa Arts Center (MAC). This position manages the Performing Live calendar, budget, and oversees a variety of live events that include music, comedy, theater, dance, fine arts, and co-presentations in a multi-venue municipal environment. The Performing Live Program Manager is responsible for achieving established annual fiscal and programmatic goals; delivering high-quality, relevant programming to a diverse community, booking a diverse pool of artists, creating exceptional guest experiences, and maximizing attendance and earned revenue.

Duties performed include: managing key industry relationships; establishing and maintaining partnerships with performers and promoters, managing revenue, budgeting, and services for Performance Live; developing and implementing sales, advertising, and marketing strategies in conjunction with Deputy Director - Arts and Culture; researching and booking talent for future events and performances; cultivating and fostering relationships with local, national, and international promoters, artists, and agents; creating community partnerships; maintaining professional relationships with other citywide departments; and creating budgets, offers, settlements for review by the Deputy Director - Arts and Culture, and closing settlements after performances.

In addition, this class assists the Contract, Marketing, and Box Office team with administering event and performance contracts; ensuring adherence to operational procedures; attending events and fulfilling show duties as required; and maintaining clear and collaborative communication with the Marketing and Production team. This position represents the Mesa Arts Center at booking conferences and industry events to secure presentations. The role supervises assigned staff, including the Event Services Coordinators, by planning, coordinating, and assigning work; managing timekeeping; conducting performance appraisals; directing execution of marketing plans and initiatives; providing guidance and support; and ensuring compliance with department policies and procedures. The Program Manager oversees the Performance Live revenue and expense budget to ensure fiscal accountability. The nature of the work requires a good working relationship with the general public, as well as clients of the division. This class performs related duties as required.

Distinguishing Features: Incumbents in this class have full supervisory responsibility. A Performing Live Program Manager exercises considerable discretion and judgment in analyzing and resolving complex and/or sensitive inquiries or complaints referred by staff and works with the Deputy Director - Arts and Culture to facilitate solutions. Work is performed with considerable independence under the general supervision of a Deputy Director - Arts and Culture - who evaluates work through meetings, conferences, reports, and results achieved. Employees in this class may work irregular hours, evenings, weekends, and may be required to travel. 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 a Bachelor's Degree in Arts Administration, Philanthropy, Art Education, Business Administration, Marketing, Public Relations, Hospitality, or a closely related field. Considerable (3 - 5 years) progressively responsible experience in the organization and management of performing arts programs, including direct performance bookings and one year of supervisory experience.

Special Requirement. Must possess a valid Class D Arizona Driver's License by hire or promotion date.

Substance Abuse Testing. None.

Preferred/Desirable Qualification. A background in concert promotion, performing arts, artistic presentation, or managing an arts program is highly desirable.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, management, and clients in order to: answer questions, negotiate and resolve significant or controversial issues or client concerns, respond to requests for service, promote use of the facilities, and obtain information regarding requirements for booking. Instructs and trains subordinates in the policies, procedures, and methods used for implementing contracts and correspondence with artists, promoters, clients, and reports. Meets with clients of the facility to determine their needs. Prepares comprehensive written documents such as: contracts, correspondence, policies, procedures, and reports. Prepares and monitors of the Performing Live budget for the Mesa Arts Center.

Manual/Physical: Reviews the work product of others to ensure compliance with standard operating procedures and policies. 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, artists, and activities; and documents data related to the events and performances. Operates a motor vehicle requiring a valid Class D Arizona Driver's License to attend meetings and events located away from the administrative offices and coordinate facility marketing efforts with outside agencies. 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. Moves table, chairs, and staging from one place to another using a hand truck, etc. Assists with set up and removal of folding tables, chairs, and barricades, as needed, for event set up. Conducts tours of facilities with clients and sells services available.

Mental: Supervises and evaluates the work of subordinate administrative and clerical personnel. Prioritizes and assigns work to subordinate 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 work-related problems by assessing and prioritizing problems and work assignments, and by gathering facts for analyses to arrive at sound conclusions and recommendations. Investigates available dates and compatible artists for performance opportunities. Develops policies and procedures and short- and long-term objectives. Coordinates multiple events for Performing Live at the Mesa Arts

Center. Performs mathematical calculations, statistical computations, financial, and cost analysis for monthly reporting, annual budget review, special reports for informational purposes, performance contracts, vendors, and program pricing calculations.

Knowledge and Abilities:

Knowledge of:

public venue management;
modern principles and practices of facility event planning, coordination, and production;
principles and practices of employee supervision, evaluation, and training;
City ordinances, fire and life safety codes, City and Department/division policies relating to Mesa Center for the Arts activities, and the Americans with Disabilities Act;
business practices as they pertain to billing and contractual arrangements for artists; and
principles of public relations and negotiations.

Ability to:

renegotiate contracts, dates, and services if circumstances require preempting previously booked artists;
promote the City as a cultural 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 City venues and facilities;
listen well and communicate effectively with employees, clients, and audiences having varying educational backgrounds and values;
train staff and coordinate job responsibilities; and
establish effective working relationships with employees, artists, promoters, 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 3/26

RM/js/ah

CS5921

EEO-Prof

JOB FCTN-ADM

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 59

IND-9410

SWORN-No

Non-DOT Random-N

DOT-N

INCREMENTS 75-200