



City of Irving Job Description

Arts Assistant Executive Director - Operations

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| FLSA Status: | EXEMPT | Job Department: | Arts & Culture |
| Job Code: | 03101 | Reports To (Job Title): | Executive Director of Arts & Culture |

PURPOSE

Manages IAC and future Museum and Main Street Annex operations and external programs. Operations include facility booking calendar & rentals, security, grounds maintenance, housekeeping, theatre operations, box office, patron services, marketing and public relations functions. External programs include performance events booked and presented by Department of Arts & Culture, Irving Arts Center, Heritage Museum and upcoming Main Street Annex from outside sources. Plans and implements additional revenue generation strategies related to facility use and operations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage facility booking and rental functions, including rental contract negotiations, facility preparation, scheduling, event completion and collections for such services.
- Develop work plan, which includes developing goals, objectives, policies, and procedures, fee structures and preparing and administering related budgets of operational units.
- Interview, hire, monitor, and evaluate operations supervisors, including providing training, working with employees to correct deficiencies, and implementing discipline.
- Develop and manage policies and activities to generate revenue through operations and facility use.
- Plan and oversee procedures for code compliance and emergency preparedness for facility and department, which includes coordinating training and evacuation drills, and directing department's safety review committee.
- Prepare reports, including operations summaries, trending and statistical reports, documents for legal review and other items for Director, Arts Board and City Council as needed.
- Develop and administer IAC & Museum and Main Street Annex marketing and PR plan and budget, including media planning and purchasing to optimize advertising and public relations efforts, which includes hiring required contractors and outside service providers.
- Develop and manage production of IAC & Museum and Main Street Annex print materials and publications, which includes hiring required contractors and outside service providers, writing copy, providing art direction and overseeing print production for publications, ads, posters and other collateral materials.
- Supervise IAC & Museum and Main Street Annex social media and email marketing programs.
- Supervise IAC & Museum and Main Street Annex web content and organization.
- Supervise IAC & Museum and Main Street Annex media relations and distribution of promotional information to media and city promotional outlets
- Represent Department of Arts & Culture and Executive Director at presenting industry meetings and community and civic organizations and committees as directed.
- Perform duties of the Arts Administration Manager when absent.

- Perform duties of the Executive Director related to operations and external programs in director's absence.
- Perform related duties as assigned.
- Inform Director of key issues relating to Department of Arts & Culture and Arts Board.

OTHER DUTIES AND RESPONSIBILITIES

- Assist in planning special events, conferences, and program activities as assigned.
- Oversee equipment inventory database for IAC and Master Maintenance Plan for the facility.
- Review grants and grant evaluations submitted to the IAC grant program.
- Assist in preparing and submitting grants to outside agencies
- Supervise the recruitment, selection, and communication with the Board-appointed citizen Advisory grant review committee, which includes panel orientation, assisting in development of grant guidelines, and application and evaluation forms.
- Conduct tours of IAC and give presentations to community groups.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 50 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops, manages and administers budget for operations, marketing and external programs approx. \$1,800,000 annually, as well as, quarterly purchase of advertising, printing and marketing services and supplies of \$50,000.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- A Master's in Theater, Marketing, Administration, or another related field of study; *or*
- An equivalent qualification, such as a Bachelor's in a related field of study *and* two (2) years of additional experience.

EXPERIENCE

- Minimum of seven (7) years of increasingly responsible related experience including five (5) years of administrative and supervisory experience.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid state-issued driver's license required.

KNOWLEDGE OF

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, and leadership techniques.
- Supervision: Personnel motivation, interviewing, hiring, oversight, evaluation, and discipline.
- Sales and Marketing: Principles and methods involved in showing, promoting, and selling services and locations. This includes marketing strategies and tactics, sales techniques, and sales control systems.
- Communications and Media: Media production, communication, advertising and public relations and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, electronic and visual media.
- Cultural Facilities Management: Personnel, equipment, box office, maintenance, theater operations, engineering, security, gallery operations and policies as related to operation of a cultural facility.
- Fine Arts: Theory and techniques required to produce, compose, and perform works of music, dance, visual arts, drama, and sculpture, and theater operations.
- Mathematics: The operations and interrelationships of numbers, including arithmetic, algebra, and statistics.
- English Language: The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Personnel and Human Resources (HR): Policies and practices involved in personnel/HR functions.
- Government systems, advocacy and education programs.
- Development, fundraising, membership and special event planning for non-profit organizations.
- Grant-making and grant evaluation programs.

SKILLS AND ABILITIES IN

- Management of Financial Resources: Determining how money will be spent to get the work done, and accounting for these expenditures.
- Judgment and Decision Making: Weighing the relative costs / benefits of a potential action.
- Active Listening: listening to what others are saying and asking questions as appropriate.
- Coordination: Adjusting actions in relation to the actions of others.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Complex Problem Solving: Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Systems Analysis: Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- System Evaluation: Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.
- System Perception: Discerning when important changes have occurred or likely will in a system.
- Negotiation: Bringing others together and trying to reconcile differences.
- Persuasion: Convincing others to approach things differently.
- Goal-oriented Crisis Communication: Effectively structuring questioning, answering, and listening interactions with clients to determine their needs in urgent situations.
- Written Comprehension: Reading and understanding information and ideas presented in writing.
- Mathematical Reasoning: Understand and organize a problem and then to select a mathematical method or formula to solve the problem.
- Fluency of Ideas: Developing a number of ideas about a given topic.

- Originality: Developing unusual or clever ideas to sell or communicate an idea or topic and developing creative solutions to problems.
- Deductive Reasoning: Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together
- Oral comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Training and Direction: Effectively guiding and critiquing adult learners.
- Inductive Reasoning: Combining separate pieces of information or specific answers to problems to form general rules or conclusions. This includes coming up with a logical explanation for why a series of seemingly unrelated events occur together.
- Near Vision: Seeing details of objects at a close range (within a few feet of the observer).

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

This position interacts with Professional and Industry Associations, vendors, consultants and contractors, as well as, peers from professionals from state and local governments, educational institutions, non-profit organizations and private sector companies. Internally, this position engages city staff at all levels, including directors, managers, administrative, liaisons, maintenance, and other personnel.

EQUIPMENT AND PROPERTY

PC/laptop, digital projector, general office equipment, cell phone, Ungerboeck facility scheduling software, Audience View CRM and ticketing software, database and e-marketing, and computer design software, programs, web design and content management software.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to listen, see, smell, talk, and/or walk. Frequently, s/he is required to grasp, handle, feel, sit, and/or stand. Occasionally, s/he is required to carry, climb, drive a vehicle, kneel, lift up to 25 pounds, pull, push, and/or stoop. Rarely, s/he is required to run. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

Performs work in a traditional office environment, theatres, galleries and occasionally outside. The noise level in the work environment usually is moderate. This job requires the employee to make decisions directly affecting the safety of others and public environments.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.