

Spec. Code: 1026
Occ. Area: 03
Work Area: 352
Prom. Line: None
Prob. Period: 6 mo.
Effective Date: 01/12/95

ARTS ADMINISTRATION DIRECTOR

Function of Job

Under administrative direction from the departmental executive officer, to develop policies and procedures for the management of public performances, which may include promotions, contracts, ticket sales, booking, and programming; to develop awareness and instruct students in an interdisciplinary arts administration program; to raise funds for scholarships and special projects; and to assist in the business and fiscal activities of the unit.

Characteristic Duties and Responsibilities

1. instructs, coordinates, and supervises students or other personnel in the organization and management of public performances (such as publicity, ticket sales, box office, concessions, ushering, budgets, contracts, and bookings)
2. develops and oversees marketing strategy (such as product, price, press, audience, etc., and publicity materials)
3. forecasts budgets and maintains unit's fiscal records
4. assists the departmental executive officer in developing strategies and policies for the unit
5. develops curriculum and instructs students in the areas of arts administration (such as laws and contracts marketing, theater management grant writing)
6. supervises personnel in the office, budgeting, and creative activities of the unit
7. develops and coordinates fund raising campaigns, special events, partnerships with business, workshops, and guest lectures
8. writes grants to raise funds for special projects, endowments, scholarships, etc.
9. cooperates with other universities, agencies, and related arts organizations to gain support of unit's activities
10. recruits students to the arts administration program by creating an awareness of the offerings of the program
11. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. (A) Bachelor's degree in arts administration or a closely related field

and

one year of responsible work experience in arts administration (such as promotions and publicity, audience development, budgeting, contracts, etc.)

or
- (B) Master's degree in arts administration or in a closely related field (such as theater management)

or
- (C) Master's degree in theater, marketing, management, business administration, or a closely related field

and

one year of responsible work experience in arts administration (such as promotions and publicity, audience development, budgeting, contracts, etc.)

or
- (D) Four years of work experience in the management of public arts performances, including programming, contracts, booking, promotions, publicity, audience development, ticket sales, and budgeting

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. general knowledge of the performing arts
2. general knowledge of office and fiscal procedures
3. knowledge of fund raising
4. knowledge of layout, paste-up, proofreading, and printer's terms and processes
5. general knowledge of legal terms and procedures
6. supervisory ability
7. ability to design, write, and edit publicity materials

- 8. public speaking ability
- 9. ability to communicate effectively with a variety of persons

Arts Administration DirectorReinstated