Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To promote and publicize events, programs, classes and activities of the Performing Arts Department; to coordinate the planning, scheduling, logistics and technical support system for performing arts programs and events; and to perform a variety of technical tasks relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Associate Professor/Department Chair.

May exercise technical and functional supervision over assigned staff.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Develop publicity and promotional releases for Performing Arts events and classes for dance, music and theater; prepare camera-ready copy; integrate original design with text, photography and other design elements.

2. Design and prepare flyers, brochures and programs for performances and classes; place all advertisements for performances, classes and events; arrange photo shoots as required.

3. Write public service announcements and press releases for events and distribute to appropriate media; write copy and select photos for performance, class and event newspaper advertisements.

4. Develop timelines for the creating, scheduling and implementing of the season brochure used to promote the Performing Arts season.

5. Design season brochure; write the copy, work with graphic designer and ensure the brochure is produced in a timely manner.

6. Coordinate technical support for Performing Arts performances, classes and events; coordinate the logistical arrangements for technical support at events with faculty, guests and performing artists; schedule the use of facilities equipment.

7. Collect information for performances including the order of the program, the cast, program notes, biographical sketches and photos from directors and performers; format information and write promotional sections for programs.
8. Accept requests for performance opportunities from various performing artists, talent agents and faculty; maintain performance roster; work with performer or agent to negotiate contracts and arrange performance dates.

9. Meet and greet artists as assigned; direct artists to rehearsal rooms and performance sites.

10. Manage payments for performers, goods, licenses and services used by Performing Arts Department faculty and staff for the production of performing arts events.

11. Assist with the development of the Performing Arts League; attend meetings to plan league events and activities; organize league receptions and open houses as needed.

**Marginal Functions:**

1. Prepare a variety of correspondence related to Performing Arts Department activities; maintain accurate records of events.

2. May direct the work of music and dance ensemble directors and various other assigned staff.

3. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

- Background, purpose, style and merit of department performances including dance, music and theater.
- Principles and practices of journalism.
- Principles and procedures of marketing, promotion and publicity.
- Principles and techniques of graphic design.
- Principles and practices of organization and planning.
- Methods and techniques of contract negotiation.
- Principles and procedures of financial record keeping and reporting.
- Modern office procedures, methods and equipment including computers.
- English usage, spelling, grammar and punctuation.
- Basic mathematical principles.

**Ability to:**

- Coordinate, promote and publicize Performing Arts Department performances, classes and events.
- Write clear and concise press releases, calendar listings and public service announcements.
- Produce well designed advertisements and promotional pieces.
- Develop timelines for the production of the season brochure.
- Coordinate the technical support functions for Performing Arts activities.
- Prepare correspondence and maintain accurate records.
- Respond to requests and inquiries from performers, faculty and staff.
- Work independently in the absence of supervision.
- Operate office equipment including computers and supporting word processing and spreadsheet applications.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Maintain physical condition appropriate to the performance of assigned duties and responsibilities.
Experience and Training Guidelines
Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three years of increasingly responsible experience in performing arts program design, promotion and publicity.

Training:

Equivalent to the completion of the twelfth grade supplemented by college level course work in performing arts, journalism, public relations or a related field.

License or Certificate

Possession of, or ability to obtain, an appropriate, valid driver's license.

WORKING CONDITIONS

Environmental Conditions:
Indoor and outdoor environment; exposure to computer screens, radiant energy, moving objects/vehicles, inclement weather conditions.

Physical Conditions:
Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; heavy, moderate or light lifting and carrying; operating motorized equipment and vehicles.