

JOB TITLE: Assistant Manager, Marketing, Van Wezel Performing Arts Hall

JOB CODE: 21.28

GRADE: 19

CLASSIFICATION: Non-Exempt

PURPOSE OF THE POSITION: Performs paraprofessional work coordinating the execution of daily marketing operations of the Van Wezel Performing Arts Hall (VWPAH) and includes public relations, and administrative duties in order to market the VWPAH.

MINIMUM REQUIREMENTS: A Bachelor Degree from an accredited college or university in Management, Business Administration, Marketing or similar field and two (2) years of experience in the performing arts field, non-profit, media or advertising agency; or the equivalent in education, training, and experience that would provide the necessary knowledge, skills, and abilities. Completion of a supervisory training course within one (1) year of employment is required.

SPECIAL REQUIREMENTS:

- Knowledge of industry computer programs including experience with arts management programs.
- Thorough knowledge of Microsoft Excel Program.
- Understanding and appreciation of the important role of the performing arts in society.
- Ability to express ideas clearly and concisely, both orally and in writing.
- Ability to establish and maintain effective working relationships with City officials, associates, and the general public.
- Ability to operate data entry and standard office equipment.
- Ability to understand and implement marketing plans and programs.
- Ability to work closely with dignitaries, highly recognized artists, and persons of high distinction or fame.
- Ability to exercise a high level of discretion with internal and external clients.
- Ability to work changing and irregular shifts, nights, weekends and holidays.

ESSENTIAL FUNCTIONS:

- Assists the Marketing Manager for the VWPAH in all facets of marketing the Hall and all programs related with the Hall.
- Manages all print, radio and television advertising schedules for each show from insertion, mechanicals, proofing process, deadlines, copy, details (show logos, images, sponsors logos, where applicable).
- Reviews all performance contracts and notifies department of all contract stipulations in regards to marketing guidelines for each performance.
- Manages show files; logs all tear sheets, invoices, advertising and marketing budgets per show.
- Contacts production companies for marketing materials and returns materials as appropriate.
- Supervises message on hold, website and marquee schedules.
- Tracks show sales daily and make recommendations on marketing plans per show.

- Pulls marketing reports and analysis for marketing department.
- Develops concierge program, relationships and other outreach programs.
- Coordinates distribution of all marketing materials and expand locations in the community.
- Keeps website information updated and creates an Internet database with e-mail newsletter schedule.
- Manages Program Book insertion schedules and production.
- Proof and edits all materials from marketing department.
- Maintains mailing list and database and updates on a regular basis.
- The intent of this class description is to provide a representative summary of the types of duties and responsibilities that will be required of classifications given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Incumbent may be required to perform job-related tasks other than those specifically presented in this job description.

PUBLIC CONTACT: Maintenance of effective and harmonious contacts is an essential component of this position. The incumbent interacts frequently and extensively with a wide variety of individuals and groups, including the print and electronic media, artists, artist's agents, management companies, leaders in business, civic and cultural communities, hall patrons and others. Substantial tact and diplomatic skills are required to deal positively, credibly and effectively with the various concerns about the hall and its facility policy in the operation of the hall.

SUPERVISION RECEIVED: Incumbent will report to and receive direction from the Executive Director or designated representative. Direction will be in the form of policies, programs, and objective to be observed and attained. Otherwise, work is performed on the basis of the incumbent's own initiative, judgment, and decision-making.

SUPERVISION EXERCISED: Directs personnel as assigned for completion of tasks assigned. Ability to work with others cooperatively is essentially important. Teamwork is a critically important component of this position.

PHYSICAL REQUIREMENTS: This position is office work that requires exerting up to 20 pounds of force occasionally and up to 10 pounds of force frequently. Position requires walking, stooping, bending, reaching, fingering, and standing for short periods of time. Position also requires hearing to accurately understand information at normal spoken word levels and visual acuity for reviewing, checking, preparing, and maintaining written and computer files. Manual dexterity to operate standard office, data entry, and word processing equipment is required.

ORGANIZATIONAL STATUS: Under the direction of and responsible to the Department Head or designated representative.