



**Classification Title: Performing Arts Marketing and Program Coordinator**

<b>Department:</b>	Performing Arts	<b>EEO6 Code:</b>	5
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	25
<b>Supervision Received From:</b>	Manager, Performing Arts Production	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	Direction and Guidance	<b>Last Revision:</b>	9/2016

*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 by individual positions.*

**JOB SUMMARY.**

Coordinates display advertising, publicity and programs for Performing Arts productions and concerts using various educational, community and commercial media sources and outlets; prepares promotional materials in both print and web formats; curates performers for special or ongoing concert programs.

**DISTINGUISHING CHARACTERISTICS.**

The Performing Arts Marketing and Program Coordinator is distinguished from the Performing Arts Technical Audio/Video Production Coordinator by the former's responsibility for the marketing of theater productions, while the latter class is primarily responsible for the sound and video aspects of the performances.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

**Essential Functions:** Essential responsibilities and duties may include, but are not limited to, the following:

1. Creates, maintains and distributes information and imaging regarding Performing Arts events and classes for dance, music and theater through various educational, community and commercial media sources and outlets.
2. Creates biannual season brochure; develops timeline and confirms scheduling, establishes imaging, creates titling for the season and each performance from information gathered from directors; writes copy and creates show descriptions; works with assigned graphic designers and oversees brochure design and printing; assists with brochure mailing as needed.
3. Prepares promotional materials for both print and web as well as printed programs for all performances; collects information from faculty directors and performers including the order of the program, the cast, program notes, biographical sketches and photos; formats information and writes promotional sections for programs.
4. Writes public service announcements and press releases for events and distributes to appropriate media; writes copy and selects photos for performances, classes and events; uploads information to the District's website, the Performing Arts website and other web venues and listing services; designs and prepares flyers; arranges photo shoots as necessary.
5. Produces special concerts and/or concert series for fall and spring semesters; researches, locates and books performers; prepares, issues and receives contracts and organizes performance schedules; meets and greets off-campus performers to ensure timely arrivals and access to performance areas; works with Performing Arts Audio/Video Production Coordinator and Manager, Performing Arts Production for facility/instrument/staging/audio

needs; prepares appropriate promotional materials for concerts; establishes parking needs for performances and works with the Palomar College Police Department on arrangements.

6. Accepts requests for performance opportunities from various performing artists, talent agents and faculty; maintains performance rosters; works with performers or agents to negotiate contracts and arrange performance dates; meets and greets artists as assigned; directs artists to rehearsal rooms and performance sites; establishes contractual agreements and arranges payments for performers, goods, licenses and services used by Performing Arts Department faculty and staff for the production of Performing Arts events.

#### **Marginal Functions:**

1. Prepares a variety of correspondence related to Performing Arts Department activities; maintains accurate records of events.
2. May direct the work of theater, music and dance ensemble directors and various other assigned staff.
3. Performs related duties and responsibilities as required.

#### **QUALIFICATIONS.**

**Experience and Education/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.

**Education/Training:** Equivalent to the completion of an associate's degree from an accredited college or university with coursework in performing arts, marketing, journalism, public relations or a related field.

#### **Knowledge of:**

1. Background, purpose, style and merit of performing arts including dance and musical theater.
2. Various marketing strategies including social media, web publishing and other modern advertising techniques.
3. Principles, practices, methods and techniques of photography, illustration, graphics and publication design.
4. Principles and practices of journalism applicable to assigned areas of responsibility.
5. Principles and procedures of promotion and publicity.
6. Methods and techniques of contract negotiation.
7. Principles and procedures of financial recordkeeping and reporting.
8. Modern office practices, procedures and equipment including computers and applicable software programs.
9. Federal and state laws, codes, regulations and policies and practices pertinent to areas of responsibility.

#### **Skill in:**

1. Coordinating, promoting and publicizing performing arts performances, classes and events.
2. Organizing, setting priorities and exercising sound independent judgment within areas of responsibility.
3. Interpreting, applying and explaining policies and procedures and reaching sound decisions in assigned areas of responsibility.
4. Responding to requests and inquiries from performers, agents, and others encountered in the course of work.
5. Communicating clearly and effectively, both orally and in writing.

6. Preparing clear, concise and accurate reports, correspondence and other written materials.
7. Modern office practices, procedures and equipment including computers and applicable software programs.
8. Organizing and maintaining specialized files.
9. Reviewing and proofreading copy text with attention to detail.
10. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
11. Establishing and maintaining effective working relationships with others encountered in the course of work.

#### **WORKING CONDITIONS.**

**Environmental Conditions:** The incumbent works primarily indoors in an office environment and occasionally outdoors.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to stand and walk and occasionally lift or carry up to 50 pounds. This position requires work shifts outside of the traditional Monday – Friday work week.

#### **TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.