

CMCC & PERFORMING ARTS MANAGER

Position Code: 2310

WC Code: 9102

FLSA Status: Non-Exempt

Pay Grade: 353

Location: Recreation

Approval Date: 2019

General Statement of Duties

Leads operations and staff of the Town's Citizen Center to include venue rentals, event planning, sales, and promotion; supervises staff and ensures a high level of customer service at all times; selects, organizes and implements performing arts shows at two venues of differing audience capacity; performs general administration, supervision and management duties. Also works closely with the Iredell Senior Center which occupies space at the Charles Mack Citizen Center.

Distinguishing Features of the Class

An employee in this class is responsible for securing a high volume of facility rentals of varying size and type, and for working closely with catering contractor to help ensure successful events. This position also plans and organizes staff and resources to successfully book, promote and deliver professional touring shows in the Joe V. Knox Auditorium at the Charles Mack Citizen Center and the Performing Arts Center operated by the Mooresville Graded School District. This position serves as the primary liaison to promoters, event coordinators and associated businesses and organizations to assure that the Citizen Center maintains a competitive and leading position in soliciting events that will benefit the community and region, both culturally and with regard to maximizing economic impact.

An employee in this class must be goal-oriented and able to maintain a productive climate, and confidently motivate, mobilize and coach employees to meet high performance standards. The employee must demonstrate excellent decision making, critical thinking, organization and planning skills. The employee must also demonstrate excellent problem analysis skills, use of judgment and ability to solve problems efficiently. Position requires strong analytical skills with demonstrated talent for identifying, scrutinizing, improving and streamlining complex work processes.

Work also involves managing facility maintenance; having a basic understanding of technical support needs for shows and rentals (lighting, sound and multi-media); box office ticketing and sales; and general office management.

Duties include supervising the work of full-time and part-time staff engaged in room scheduling, room arrangement and facilities' cleaning, including nights and weekends.

Work includes preparing and recommending annual operating and capital budgets, including expenditures, revenues, financial forecasting and financial goal setting and achievement. Work also includes accounting for and depositing fees collected.

Extensive public contact is involved in scheduling and coordinating use of the facilities. Must demonstrate tact and courtesy in dealing with all customers, including angry or disruptive people. Work is performed under the general supervision of the Parks and Recreation Director and is evaluated by review of records and reports, in conferences and by an appraisal of the general effectiveness of the centers' operations.

Duties and Responsibilities

Extensive knowledge of functionality of the Citizen Center venue and event management policies and procedures. Works with the Facilities and Construction Management Department for maintenance services to the facility. Assists Facilities and Construction to project long-range maintenance needs; meets and works with various community groups and organizations in the promotion of building use and planning for activities set-up with groups such as the community choral and theater groups; develops and recommends center operating policies.

Ability to maintain an excellent public image for the facility is required. Knowledge of industry trends and current event bookings is necessary. Employee must have the ability to adapt to an ever-changing industry and its associated financial impact on revenues and expenses.

This position resolves scheduling conflicts and may meet with parties involved. The position also works with the in-house caterers to develop and update policies that impact catering and rental operations. Works with the Mooresville Graded School District (MGSD) to oversee the usage agreement between the Town and the MGSD's Performing Arts Center.

Recruits full-time and part-time staff for weekend and night coverage; trains staff in job duties, including customer service and safety procedures. Coaches, monitors and evaluates, and may initiate disciplinary action up to and including termination.

Prepares and maintains reservation and usage records and reports, fiscal and other regular and special reports; reports damages and losses; requisitions supplies and equipment necessary to operate the center.

Works with Facilities and Construction to select bids for contract services for the center including landscaping, exterminating service, and fire prevention. Works with Town Departments to manage related contracts.

Performs other duties as requested.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Considerable knowledge of effective business practices and customer service orientation practices and approaches.

Working knowledge of basic bookkeeping and local government budget practices and techniques.

Working knowledge of a wide variety of community businesses and groups with need for meeting and other uses of this type of facility.

Basic knowledge of the principles and practices of professional theatrical and musical productions including lighting, sound, and multi-media involved in productions.

Considerable knowledge of marketing and entertainment utilizing various media.

Considerable knowledge of box office operations including ticket pricing and internal financial controls.

Knowledge of local government capital and operating budgeting and purchasing policies and procedures preferred.

Considerable knowledge of the application of information technology to the technical productions, citizen center media, box office operations and general record keeping.

Working knowledge of facilities maintenance and required equipment and services.

Ability to supervise staff and center operations.

Ability to exercise good judgment and resolve conflicts.

Ability to express ideas clearly and concisely in oral and written forms.

Ability to maintain effective working relationships with various community organizations and groups, employees, other managers, and the general public.

Physical Requirements

Must be able to physically perform the basic life operational functions of climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pulling, pushing, lifting, grasping, talking and hearing.

Must be able to perform light work exerting up to 20 pounds of force occasionally; and/or 10 pounds of force frequently; and/or a negligible amount of force to move objects constantly.

Must possess the visual acuity to prepare and analyze data, extensive reading, visual inspections and using measuring devices.

Minimum Education and Experience

Bachelor's Degree in business, events management, hospitality management or recreation administration from an accredited college or university and three to five years of related experience, including three years of supervisory experience; or an equivalent combination of training and experience. Prefer Master's degree in business, hospitality or events management.

Special Requirement

None.