

ARTS & EVENTS MANAGER

Position Code: 1444

WC Code: 8810

FLSA Status: Exempt

Pay Grade: 357

Location: Parks & Recreation

Approved Date: 2023

General Statement of Duties

This position manages the staff and programs of the Parks & Recreation Department's community-wide events, performing arts programs, and The Charles Mack Citizen Center. The position also manages community events permitting, receptions, grand openings, ground breakings, ribbon cuttings, employee recognition events, and similar programs for the Parks & Recreation Department.

Distinguishing Features of the Class

An employee in this position performs a high level of administrative and professional duties supervising full-time and intermittent Arts & Events Division staff. The employee directs community-wide special events sponsored by the Town of Mooresville and oversees performing arts programming at various sites throughout Mooresville. The employee also oversees the staff of the Town's events center, The Charles Mack Citizen Center. Key duties include developing and implementing long-range and short-term goals, overseeing daily work operations, and recommending changes to programs, services, policies and procedures as needed. Staff oversight includes selection, training, appraisal and supervision of full-time employees.

Working hours are primarily weekdays, but responsibilities require flexibility to include evenings and weekends to fulfill required duties during events. The employee reports to the Parks & Recreation Director.

Duties and Responsibilities

Manages the community-wide special events and select outreach programs and staff to include planning, coordinating, implementing and evaluating. Events take place at The Charles Mack Citizen Center and Joe V. Knox Auditorium, Liberty Park bandshell, the Mooresville Performing Arts Center (MPAC) at Mooresville High School, throughout downtown Mooresville and in Town parks.

Supervises the community events permitting program.

Supervises staff in planning receptions, ground breakings, ribbon cuttings, employee recognition events and similar functions.

Prepares and administers annual operating and capital budgets.

Assists staff in selecting quality talent for the Town's indoor and outdoor music series with consideration of budget and cost recovery goals.

Serves as the liaison to promoters, booking agents, event coordinators, associated businesses and organizations to assure that the Town's performing arts venues maintain a competitive and leading position in the market to benefit the community and region, both culturally and through economic impact.

Coordinates marketing with relevant staff.

Reviews all contracts specific to the performing arts/event venues.

Is present for all events and/or recruits and trains responsible event staff to provide service in an absence.

Develops, writes and submits reports as needed, including data on facilities, technical capabilities, revenues and performances.

Establishes and maintains effective working relationships with representatives of various groups, vendors, co-workers, students, and others.

Cultivates relationships and seek contributions and sponsorships.

Assists in the creation of a fee schedule/process for all performing arts venues.

Maintains flexible working hours, including evenings and weekends.

Perform other duties as assigned.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

Demonstrated success booking shows and other performing arts opportunities for the general public.

Demonstrated success planning, implementing and evaluating large-scale special events.

Strong interpersonal and communication skills with the public and co-workers in both verbal and written communication.

Possession of a high level of motivation; capable of considerable self-direction.

Physical Requirements

While performing the duties of this job, the employee is frequently involved in some combination of climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, grasping, talking, and hearing. This position involves heavy work requiring the employee to exert up to 75 pounds of force occasionally; and/or up to 50 pounds of force frequently; and/or up to 20 pounds of force constantly to move objects. Lifts and carries heavy equipment and/or materials (up to 40 pounds) to perform assignments.

The employee may be exposed to extreme weather and temperature conditions.

Minimum Education and Experience

Bachelor's degree in Business Administration, Parks & Recreation, Hospitality, Performing Arts or Theatre, and 2-3 years of experience in venue management; 2-3 years planning and implementing large-scale special events, or an equivalent combination of education and experience. Performing arts venue and program management preferred.