

POSITION DESCRIPTION

TITLE: CREATIVE DIRECTOR

GRADE: SALARY

DEPT: ADMINISTRATION

Job Analysis Conducted: February 2019

NOTE: Statements included in this job description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties, which are not specifically included.

RELATIONSHIPS

Reports to: City Administrator

Subordinate Staff: Performing Arts Center Staff and Expect Excellence Art Staff
(Full, Part Time, Contractors)

Internal Contacts: All City Department and Employees

External Contacts: General Public / Non Profit Organizations / Schools

JOB SUMMARY

Under the general direction of the City Administrator, this person performs daily operation of the Performing Arts Center including fiscal and operations management; planning, promotion and management of programs, rental, and theater operations; volunteer management; public relations; performer relations, grant writing, correspondence and other communication. This person will create and coordinate events at City facilities and beyond Orange Beach. This person will work with the Orange Beach schools and as the Expect Excellence Art Coordinator to create staff and oversee visual and performing art-related programs. The goal will be to create a cohesive vision for artistic excellence in our City and to see that vision through to fruition.

JOB DOMAINS

- 1) Manage the daily operation and maintenance of the Performing Arts Center. Manage employees performing operational duties of the Performing Arts Center. Coordinates staffing schedules and special events and rental agreements. Coordinates maintenance with appropriate city departments.

- 2) Ability to maintain financial and activity records on a daily basis. Meet annual budgets and report on such records. Manages revenues and expenses of the center. Manages equipment and maintenance, manages the campus grounds
- 3) Manage the daily schedules of all Performing Arts Center activities, coordination of all classes, programs, special events, shows, rentals and such. Manages staff coordinating all activities described.
- 4) Schedules performances and events for Expect Excellence, schools, non- profits, and other groups
- 5) Schedules, coordinates and conducts events, programs and classes at the Performing Arts Center, Senior Center, Art Center, Community Center, Event Center and Recreation Center for youth, adults and senior adults. Works in conjunction with other city facility coordinators in the promotion of programs and classes.
- 6) Works closely with local and regional performers while growing and developing relationships within the performing arts community.
- 7) Coordinates and manages City shows, festivals and special events in conjunction with other City personnel as assigned.
- 8) Maintains positive public relations and outreach from the Performing Arts Center and Expect Excellence.
- 9) Write, solicit and manage grant funds related to the Performing Arts Center and Expect Excellence.

KNOWLEDGE, SKILLS AND ABILITIES

- 1) Reading skills to understand laws, regulations and policies pertaining to the operation of
- 2) Ability to establish and maintain effective working relationships with performers, non -profit organizations, program volunteers, other City staff and the general public.
- 3) Verbal skills to communicate effectively with staff, supervisors and general public.
- 4) Math skills to perform basic math to maintain financial and activity records. Have an understanding of Profit and Loss Reports, Balance Sheets and Budgets.
- 5) Computer skills to communicate via social media, internet, correspond via email. Register participants and prepare reports.
- 6) Knowledge of city and department rules, policies and procedures. Understand and follow goals and objectives outlined by the City Administrator, Mayor and City Council.
- 7) Writing skills to clearly and neatly complete forms, reports and general correspondence.

- 8) Ability to exercise good judgment in making decisions in accordance with established policies and procedures.
- 9) Should have an appreciation for the performing arts and an understanding of the performance experience marketed at this city facility and throughout the Expect Excellence and Performing Arts Center activities.

OTHER CHARACTERISTICS

- Must possess strong organization, communication, leadership and management skills.
- Bachelor's Degree in a field of Arts, Business, or Sciences preferred. Minimum of (5) years of experience preferred in event management, business management and program planning.
- Minimum of five (5) years of experience preferred in a customer service related field.
- Valid driver's license.
- *Certified American Red Cross first-aid/CPR.
- Willingness to work overtime, weekends, and other nonstandard hours when necessary and or required.

*Training provided to all City of Orange Beach employees.

WORK ENVIRONMENT

The work environment involves everyday risks or discomforts, which require normal safety precautions typical of such places as offices, meeting and training rooms. Use safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals. The work area is adequately lighted, heated and ventilated. Responsibilities cover numerous buildings and a large campus environment.

PHYSICAL DEMANDS

The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there is some walking, standing, bending, carrying of light items and driving an automobile. No special physical demands are required to perform the work.