

## **CLASS TITLE: PERFORMING ARTS CENTER MARKETING MANAGER**

**PURPOSE OF THE CLASSIFICATION:** Under general supervision is responsible for managing the marketing and public relations programs for the Performing Arts Center (PAC) and performs other related assigned duties.

### **ESSENTIAL TASKS:**

- Manages, coordinates and supervises the PAC marketing/public relations activities to promote use of the Performing Arts Center by local arts groups and national touring companies
- Plans, develops editorial schedule, interviews, writes, edits, photographs, coordinates work of *Intermission* magazine staff, monitors deadline adherence, sets and enforces magazine policy with user groups and vendors and oversees the program insert operation and the magazine's city-wide distribution
- Designs, writes and coordinates production of promotional items, brochures, monthly newsletter, calendars and supervises internal TV monitor and marquee displays
- Creates ads, brochures, promotional campaigns and sells sponsorships
- Manages the PAC website content, updates, writes copy, sends broadcasts, publicizes website and special internet presales, enters sale codes and acts as liaison with marketing staff and website host
- Plans, develops and coordinates press conferences, receptions and special PAC events, involving writing programs/speeches, designing invitations, planning entertainment and catering, generating publicity and soliciting sponsorships
- Assists current and new user groups with marketing and publicity objectives and writes and updates marketing assistance manual
- Maintains PAC art collection files and serves as resource
- Organizes and oversees special events, press conferences, art unveilings, receptions and celebrations
- Handles customer service complaints, concerns and requests
- Develops and oversees annual marketing budget
- Develops and implements marketing and public relations plan for PAC activities
- Writes, edits and processes paperwork, memos, correspondence, press releases and building signage related to PAC public relations/marketing activities and assists with same for PAC Trust as needed
- Cultivates and maintains relationships with the media, user groups, vendors and organizations to increase the awareness and enhance the reputation of the PAC regionally and nationally
- Serves as media contact and spokesperson for the PAC, appearing on local TV broadcasts promoting PAC events, developing marketing strategy for local art groups/outside artists and writing scripts for local radio ads
- Structures and handles social media
- Manages the design, updating and marketing of TulsaPAC.com, TulsaPAC.mobi, MyTicketOffice.com, Tickets@home and Tickets@phone
- Supervises the PAC marketing staff
- Conducts meetings with individuals, community groups and organizations soliciting donations to sponsor special PAC public relations/marketing activities and projects
- Assists with negotiations and contractual matters regarding *Intermission* magazine and PAC Internet website
- Represents the PAC at various city-wide committees/agencies, civic meetings, trade shows and conventions, and works with national journalists, local groups, hotels, businesses and the Chamber of Commerce to promote usage and patronage of the PAC
- Must report to work on a regular and timely basis

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.**

### **QUALIFICATIONS:**

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in public relations, marketing, public administration, journalism or related field; and five (5) years of

responsible experience in public relations, journalism or marketing; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Comprehensive knowledge of public relations practices and techniques; comprehensive knowledge of electronic and printed media; and considerable knowledge of the principles of marketing and promotions; comprehensive knowledge of advertising and design; good knowledge of computers and website management techniques; good knowledge of event planning; good knowledge of creative problem solving and conflict resolution; working knowledge of practices and principles of budget planning and control; and working knowledge of printing techniques and processes. Ability to plan and develop marketing programs; ability to work effectively with the media; out-of-town promoters, hotel management, independent contractors, artists and other organizations who utilize the facilities; ability to organize and present information in a clear, concise manner; ability to communicate effectively verbally and in writing; ability to design promotional material on a computer; and the ability to utilize the highest level of interpersonal skill in order to understand, select, develop and motivate people at any level within or outside the organization.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; frequent walking with occasional standing; may be subject to occasional lifting up to five (5) pounds and occasional carrying up to fifty (50) pounds; frequent balancing, bending, handling, feeling and climbing; occasional reaching, kneeling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Operator's License.

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office setting; and subject to irregular work hours including nights, weekends and holidays.

**Class Code: 1004**

**EEO Code: E-02**

**Pay Code: EX-44**

**Group: Clerical and Administrative**

**Series: General Administrative**

**Effective Date: May 18, 2010**