

CLASS TITLE: EDUCATION AND DEVELOPMENT COORDINATOR

PURPOSE OF THE CLASSIFICATION: Under direction is responsible for the development and implementation of comprehensive education and audience development strategies that support the continued success of the Tulsa Performing Arts Center to provide diverse cultural enrichment to the region for the local arts community; and performs other related assigned duties.

ESSENTIAL TASKS:

- Coordinates with Departments of Education in the Tulsa metro markets
- Promotes and delivers professional development activities for educators
- Develops and disseminates educator resources for productions, including study guides and information packages
- Identifies potential funding opportunities, and prepares applications and summary reports
- Executes annual sales and marketing strategies that increase theatre attendance, revenues, and ensures every opportunity for growth
- Develops and executes communications plans, direct mail, email, and social media campaigns which support audience development initiatives
- Curates and oversees ongoing enrichment programs for the public, including pre-show chats and post-show talkbacks
- Oversees student matinee performances and delivering any pre or post-performance enrichment activities
- 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 arts administration, theater, humanities or a related field, and five (5) years of progressively responsible experience in a performing arts program; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities, and Skills: Comprehensive knowledge of performing arts programming, technology and business administration practices; considerable knowledge of event promotion, funding, and marketing strategies; considerable knowledge of the entertainment business and awareness of current trends, and working knowledge of accounting and budget principles. Ability to effectively communicate, written, verbally and interface with a broad variety of individuals, business, and internal technical specialists; and the ability to utilize the highest level of interpersonal skills in order to understand, select, develop and motivate people at any level within or outside the organization. Skill in bringing together a complex set of elements to produce a successful performance or event; and skill in operating a personal computer, typewriter, and/or word processor and other office equipment.

Physical Requirements: Physical requirements include arm and hand dexterity enough to use a keyboard and telephone; frequent lifting up to 5 pounds, with occasional lifting up to 20 pounds; occasional carrying up to 20 pounds; may be subject to walking, standing, sitting, kneeling, handling and climbing; 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; subject to irregular work hours, including nights, weekends and holidays.

Class Code: 2386

EEO Code: E-02

Pay Code: EX-44

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Group: Clerical and Administrative

Series: General Administrative

Effective Date: October 16, 2017