

## **Wells Fargo Center for the Arts Job Description**

Job Title: Director of Programming  
Department: Programming  
Reports To: Executive Director  
FLSA Status: Exempt  
Revised Date: March 14, 2011

### **Summary**

The Director of Programming is responsible for the overall vision, strategy, goals and budget for programming for the Center, including Commercial Entertainment Programs, Arts Programs, Family Programs, and Education & Outreach. The Director of Programming advances the Center's mission and vision, cultivates audiences, and enriches the patron experience, while maintaining fiscal responsibility. Programming reflects the Center's passionate commitment to presenting a variety of enriching arts experiences, providing life-long education through the arts, and serving as a valued community resource.

### **Primary Duties and Responsibilities:**

- Direct long term strategies for the Programming Department to enrich, educate, and entertain our community through the arts.
- Work collaboratively with the Executive Director, members of the Programming team, the Board and other staff leadership to provide management support in planning and on-going analysis and evaluation of major programming decisions.
- Schedule performances to represent genres in: adult contemporary, bluegrass, Christian, comedy, country, dance, education, family, folk, jazz, Latin pop, lounge, opera, pop, rock, speakers, theater, and world.
- Develop and manage approximately \$5M annual performance budget including financial reporting and analysis
- Build and manage successful artist and agent relationships to attract and maintain world class talent.
- Primary liaison with artists, agents, managers and artist personnel in conjunction with Family Programs Manager and Entertainment Programs Manager.
- Provide education through the arts programs that transcend barriers, empower greater achievement, and inspire creativity.
- Responsible for community engagement and audience cultivation by offering a broad spectrum of programs that represent our diverse community.
- Represent the organization on a regional and national level at conferences relevant to presenting organizations.
- Oversee administrative functions including contract administration, payment processing, tax reporting, settlements, and performance records.

### **Supervisory Responsibilities**

- Supervises a department which includes Entertainment Programs, Education & Family, and Arts & Outreach.

**Critical Skills**

- Ability to develop strategic plans.
- Strong knowledge of the touring arts and commercial entertainment industry
- Ability to evaluate consumer trends and analysis to reduce risk and increase revenue. Analytical skills to interpret data and prepare conclusions and recommendations based upon information collected.
- Knowledge of financial management, ability to prepare and manage budgets, analyze financial data, perform risk/benefit analysis, and project income.
- Understanding of the dynamics of the Arts Presenting business (i.e. ability to work with a wide range of unconventional personalities, fast paced environment, deadline driven culture).
- Ability to maintain strong working relationships with all major talent agencies, talent, management and other industry professionals.
- Strong negotiating skills with the ability to close deals.
- Ability to develop, execute and follow through on complex contracts and other talent agreements/requirements.
- Strong project management skills.
- Strong knowledge of marketing techniques and strategies.
- Ability to develop and manage policies and procedures for theater operations and programming.
- Ability to motivate and coach employees to achieve their highest potential.
- Excellent interpersonal and communication skills; ability to articulate ideas clearly and concisely, in both written and oral format. Excellent writing and editing skills.
- Public speaking and presentation skills.
- Innovation and creativity
- Proficient with Microsoft Suite

**Qualifications:**

- Minimum of a Bachelor's degree (B.A.) from a four-year college or university or equivalent experience; Master's degree a plus; minimum five years related experience in Arts and Commercial Entertainment Programming. Familiarity with artists and varied art forms from a variety of cultures and genres.

**Measures of Success:**

- Attract high level, quality artists and performers
- Meet fiscal goals of the budget (i.e. attendance, revenue and expense management)
- In collaboration with other Directors, increase corporate sponsorship and contributed revenue

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job. Wells Fargo Center for the Arts is committed to creating a diverse work environment and is proud to be an equal opportunity employer.

**To apply:**

Send cover letter and resume to [julieb@wellsfargocenterarts.org](mailto:julieb@wellsfargocenterarts.org)