

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

**Job Title:** Education & Family Programs Manager  
**Department:** Programming  
**Reports To:** Director of Programming  
**FLSA Status:** Exempt  
**Revised Date:** 11/12/12

### **Summary**

In Conjunction with Director of Programming, manages family and school show programs, including Set the Stage and Art Tables. Also, in cooperation with Arts & Outreach Programs Manager, co-manages the Program Coordinator.

**Primary Responsibilities** include the following: Supports the Center's mission and vision through programming decisions

- Books school and family shows
  - Constructs budget and ticket scaling, creates offer letters, and negotiates deals to contract
  - Places and manages holds on Artifax
  - Provides avails to agents
  - Manages holds in the theater working with Box Office, Marketing, and Production
- Recruits volunteers for Education and Family programs
- Researches and maintains data on sales, genre and capacity for the Center
- Researches statistical Box Office data and sales history on artists to determine potential viability for the Center
- Possesses base knowledge of Arts, Entertainment, and Outreach programming

### **Manages School Shows**

- Prepares and tracks reservations, payments, and outstanding invoices for each school show. Fields phone calls, faxes, and the occasional drop-in for questions or concerns surrounding school shows.
- Prepares seating charts for each school show and briefs ushers before each show regarding details.
- Reports school show status to Programming Department and any other departments who request such information.
- Interacts directly with children, teachers, and other adult attendees during school shows.
- Makes pre-show announcements.
- Coordinates annual usher training.
- Administers evaluations to measure content and satisfaction. Also tracks data for grants information as well as for Programming Dept. needs (see below)
- Oversees Program Coordinator to fulfill details of the Bus Fund awards program
- Manages Set the Stage
  - Organizes volunteer training for Set the Stage program
  - Creates content for docent visits
  - Oversees volunteer position which coordinates with teachers and the volunteers to schedule docents for classroom visits

## **Manages Family Programs**

- Develops and manages Family Fun series, which includes 8-10 performances annually
- Manages annual summer theater residency for youth
- Manages the art tables
  - Manages Art Table Coordinator
  - Coordinates projects with Art Table Coordinator

## **Additional Responsibilities**

- Oversees Program Coordinator's support in tracking reservations, payments, and outstanding invoices for each Artists in the Schools residency, professional development events, and other special events (i.e. summer programs, etc.) in Tessitura.
- Processes credit card payments for education and outreach programs.
- Creates publicity materials including flyers, emails, etc. to promote non-public events (i.e. education and outreach programs).
- Assists in writing and editing copy for season brochures and newsletters. Also assists in the coordination of all mass mailings through the department; manages mail lists for Education "bundling" and other special lists.
- Statistical tracking
  - Assists in creating evaluations and surveys as needed.
  - Creates and manages tracking databases for each evaluation or survey, which includes, but is not limited to annual Family Series survey, post-school show/Artists in the Schools/Set the Stage evaluations, and post-Professional Development evaluations.
  - Tracks revenue and attendance for school shows, Professional Development, and Artists in the Schools in Tessitura
- Other duties may be assigned.

## **Supervisory Responsibilities**

- Supervises Program Coordinator in cooperation with Arts & Outreach Programs Manager
- Supervises 30-35 volunteers from various programs (see above).
- Supervises Art Table Coordinator

## **Education and/or Experience**

- Associate's degree (A. A.) or equivalent from two-year college and 3+ years related experience.

## **Critical Skills**

- Microsoft suite and other programs as needed (i.e. Tessitura, Artifax and InDesign)
- Strong initiative
- Project management
- Internal customer service skills
- Customer service skills with both children and adults
- Written and verbal communication
- Design/layout skills
- Research

## **Measures of Success:**

- Meet goals of budget (i.e. attendance and revenue)

- Set the Stage and School Show evaluations collected throughout the year reflect 90% excellent customer service

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).