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