

Position: Arts and Culture Promotions Specialist

Salary Grade: 33

Board Approval: 01/25/23

07/18/12

**Summary**

Coordinates and assists with promotional activities associated with productions and events. Sets up and performs a variety of cashiering and clerical duties in support of reserving and selling tickets for arts and cultural events.

**Distinguishing Career Features**

The Arts and Culture Promotions Specialist provides communications, business, logistical, and clerical support to productions.

**Essential Duties and Responsibilities**

- Coordinates promotional activities connected with theatrical productions at the College. Arranges for public announcements, basic graphics, and printing.
- Coordinates with faculty, students, and graphic arts staff for artwork that introduces the productions. Arranges for printing and distribution of posters, brochures, fliers and other materials that announce and promote the productions.
- Designs basic production materials such as programs, brochures, and banners using current desktop publishing software. Researches content for programs. Takes photographs.
- Prepares print-ready copy for printing by outside and in-house printers.
- Compiles information, composes feature stories, and other items for media release that create interest in the productions/events and demand for tickets.
- Updates web pages within the music, theater, and art gallery department on matters relating to the productions.
- Sets up ticket sales. Assembles mailing lists, mails announcements to customers, trains student workers to receive ticket requests, allocate seats, and receive and account for funds.
- Arranges for printing tickets, verifying accuracy, and non-duplication of seats, dates, and venue
- Conducts research of potential target markets for individual and group sales. Sets up mailings and other forms of communications to reach targeted patrons.
- Contacts local businesses to secure advertising and/or sponsorship of arts and culture events. Assists with the design of advertisement materials and conversion to acceptable college formats.
- Attends and coordinates theater box office staffing. Greets customers and sells tickets at a box office window, over digital ticketing, and subscriptions for various performing arts

functions at the College theater. Mails, hands out, and sets up will-call tickets.

- Reconciles and balances cash and electronic receipts. Prepares sales summaries. Prepares and forwards bank deposits to accounting for further processing.
- Receives ticket requests for special groups and performances. Computes aggregate ticket charges and receives payment or forwards for billing and accounts receivable action.
- Processes payments, accepting cash, checks, credit cards, or electronic funds transfer. Ensures control of monies received at all times.
- Assists customers in selecting desirable seat locations within the theater. Accommodates individuals with special needs, such as those using wheelchairs, those with hearing or sight impairments.
- Receives and responds to questions and inquiries from the general public, students, and staff about performances.
- Works with patrons to solve problems such as lost or forgotten tickets and unique seating requirements.
- Receives and resolves customer complaints. Issues refunds as appropriate.
- Reconciles cash drawer and digital receipts to match sales. Balances daily receipts to cash register including cash, checks, charge cards, and refunds; prepares daily summary of sales.
- Provides general clerical oversight assistance as needed in the daily operations of the box office. Opens and distributes mail, issues gift certificates, and prepares routine correspondence. Answers telephone and email questions, referring difficult inquiries to others.
- Maintains a variety of files and records. Maintains specific records for season-ticket patrons. Develops and updates address lists of current and prospective patrons. Participates in bulk mailings.
- Assists with preparation of production budgets.
- Organizes, coordinates, and offers receptions and events.
- Oversees hourly employees.
- Maintains currency of knowledge and skills related to duties and responsibilities.
- Performs other related duties as assigned.

## **Qualifications**

### ▪ **Knowledge and Skills**

The position requires working knowledge of the operations, services, and routines associated with an arts/cultural box office including printing, event promotions, and ticket sales. Requires working knowledge of the steps and timelines for promoting events. Requires a basic knowledge of graphic design and advertising techniques and layouts. Requires working knowledge of organizing ticket sales to keep track of multiple venues and cashiering procedures. Requires knowledge of and skill at using a personal computer with office productivity and desktop publishing software, and special applications for ticketing, ticket printers, and a variety of common office equipment. Requires sufficient math skills to compute totals and balance cash receipts. Requires sufficient knowledge of written English language grammar, syntax, vocabulary, spelling and punctuation to prepare promotional materials, press releases, event programs, and related materials. Requires sufficient human relations skills to exercise sensitivity when dealing with the public, make sales calls to local businesses, describe productions, give direction to ticket sales staff, and solve problems.

### ▪ **Abilities**

Requires the ability to write and prepare promotional and publicity materials by preparing, importing, and arranging text, graphic, artwork, photographic, and other files. Requires the ability learn and use web page editing software. Requires the ability to contact and secure advertising or sponsorship from local businesses. Requires the ability to sell tickets, perform cashiering and customer service, and perform basic financial record keeping for balancing sales with cash receipts. Requires the ability to respond to customer requests. Requires the ability to maintain accurate files. Requires the ability to sequence activities in order to meet deadlines and targets. Requires the ability to maintain productive and cooperative working relationships with others. Requires the ability to work flexible hours, including evenings and weekends.

### ▪ **Physical Abilities**

Incumbent must be able to function in an office environment engaged in work of primarily a sedentary nature. Requires the ability to sit at a work station for extended periods of time and to stand upright and forward flexing, for intermittent periods of time. Requires the ability to interact with customers at a customer service window. Requires near visual acuity to write, read written materials and computer screens, and observe customers at service windows in need of assistance. Requires sufficient hearing and speech ability for ordinary and telephone conversations. Requires sufficient hand-eye and finger dexterity to write, use a keyboard and pointing device. Requires the ability to reach to access files, supplies and office equipment.

- **Education and Experience**

The position requires an Associate's Degree, majoring arts, marketing communications, or equivalent and two years of experience in arts promotion, public relations, or equivalent position. Additional higher education may substitute for some experience.

- **Licenses and Certificates**

May require a valid driver's license.

**Working Conditions**

Work is performed indoors where minimal safety considerations exist.