



Director of Programming & Promotion Job Description

Mission:

The Warehouse Community Arts Center serves as Eagle River's artistic hub, providing quality education, programming, and events that explore all aspects of creativity for all ages. We believe that access to the arts improves the quality of life of each individual who lives and plays here while also helping contribute to the economic vitality of our community.

Job Purpose

The Director of Programming & Promotion is responsible for successful leadership and management surrounding all mission-related classes and events (earned income) from start to finish. This includes program research, planning, recruitment of artist-teachers and artist-performers, class/event fee and scheduling (in cooperation with the Director of Operations and Engagement), contracting and approving payment of artist-teachers and performers, procurement of required materials/tools/equipment to facilitate scheduled programming, as well as communication and marketing of all mission-related classes and events.

Primary duties and Responsibilities

The Director of Programming & Promotion is responsible for the following:

Leadership

- Participate with the Board in the implantation of the vision and strategic plan to guide The Warehouse Community Arts Center
- Act as a professional advisor to the Board on all mission-related and earned-income (fee-based) activities
- Foster effective teamwork among the Board, the Director of Operations and Engagement, staff, and volunteers
- Act as a primary spokesperson for Warehouse Community Arts Center Programming
- Conduct official correspondence on behalf of the Board as appropriate and jointly with the Board when appropriate

Program planning and management

- Oversee the planning, implementation and evaluation of The Warehouse Community Arts Center's programs and services
- Ensure the programs and services offered by The Warehouse Community Arts Center contribute to the organization's mission and reflect the priorities and approved budget of the Board

Human resources planning and management

- Determine staffing requirements for program delivery
- Maintain and review human resources policies, procedures and practices including the development of job description for all artist-teachers and performers
- Oversee the implementation of the human resources policies, procedures, and practices
- Recruit, interview and select artist-teachers and performers that have the technical and personal abilities to help further The Warehouse Community Arts Center's mission
- Ensure that all artist-teachers receive an orientation to The Warehouse Community Arts Center and that appropriate training is provided

- Implement a performance management process which includes monitoring performance on an on-going basis through written class feedback from participants
- Communicate promotion, reassignment and/or release recommendations to the board and co-director.

Financial planning and management

- Collaborate with co-director, the Executive Committee, and the Board to prepare an annual comprehensive budget
- Participate in fundraising activities as appropriate

Communications

- Establish good working relationships and collaborative arrangements with the media.
- Work with co-director and the Board to develop and expand The Warehouse Community Arts Center's visibility and brand recognition through public and media relations, print and web-based programs and other marketing activities
- Oversee publicity for the programs and activities of The Warehouse Community Arts Center
- Serve as a primary spokesperson for The Warehouse Community Arts Center

Qualifications

Education

- ☐ Bachelor's degree preferred

Experience

- Any combination of training, experience and education which provides required knowledge, skills and ability to perform the duties of the position
- Previous experience with non-profit organizations is preferred
- A background or interest in the visual arts is preferred but not required

Proficiency in the use of computers

- Excellent computer, web, and software skills on PC platforms

Personal characteristics

- ☐ Should possess the personal characteristics generally recognized as essential for public employees, including integrity, initiative, emotional maturity, dependability, courtesy, good judgment, and the ability to work cooperatively with others

Working Conditions

- ☐ The Director of Programming and Promotion will usually work in an office environment, but the mission of The Warehouse Community Arts Center may sometimes take the co-director to nonstandard workplaces.

Hours/Salary

- The Director of Programming and Promotion is a non-exempt employee with a flexible 20-hour work week and will often work evening and weekend hours to accommodate activities such as Board meetings, classes and representing The Warehouse Community Arts Center at public events.
- The hourly rate is \$18-20/hour depending on experience.