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| CITY OF OLYMPIA | DATE PREPARED | 08/2001 |
| CLASS SPECIFICATION | JOB CODE | 1413 |
| ARTS AND COMMUNICATIONS MANAGER | SALARY RANGE | 066 |
| | FLSA STATUS | EXEMPT |
| | REVISED | new |

Function: Under general direction, serves as division manager and directs the planning, development, and project management activities associated with the City of Olympia’s arts program. Directs and manages inter-divisional planning and implementation of department-wide marketing and communication efforts.

Essential Function: The information contained in this class specification is a representative sample of essential and other functions performed in this classification. Specific essential functions are identified for position recruitment or other administrative procedures.

Examples of Duties:

- Initiate, plan, and implement complex programs and projects related to citywide arts programs and department level marketing and communications programs.
- Manage divisional administrative, customer service, public education, studies/research, program evaluation, and written communications activities.
- Provide technical expertise and serve as a consultant resource in the areas of arts project management, interdisciplinary team organization, policy development, marketing and public relations for projects sponsored by other City departments, community organizations, and all PARD divisions.
- Devise, contribute, and implement effective and creative solutions to complex inter-disciplinary team organization, marketing and public relations and policy development challenges.
- Develop strategies with other City staff and community groups and implement all arts policies and project components for a variety of City-wide re-development, public/private partnerships, and economic development projects
- Develop, write, and design verbal, written, and visual presentations. Make presentations to and for a variety of audiences in particular policy and program areas.
- Develop, recommend, and implement polices, procedures and standards associated with division operational and program areas.
- Direct staff efforts in program planning and implementation, data collection, analysis, and reporting research results, in support of long and short-range planning, service, and quality improvement efforts.
- Make divisional personnel management decisions in hiring, training, motivation, discipline and performance evaluation.

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Examples of Duties (Continued):

- Provide supervision to staff by establishing priorities, assigning and reviewing work, and creating a team centered, service oriented, high quality work environment.
- Coordinate, and ensure the quality of all phases of public arts construction projects including coordination of permits, review process and inter-department communications and planning. Review and inspect projects at all phases, including examining construction plans, specifications, and project sites.
- Design, develop, and direct the ongoing provision of a multi-faceted maintenance management and conservation program for the City of Olympia's public art collection.
- Lead public process efforts and provide related information and reports to elected officials, managers, committees, boards, and the general public.
- Provide leadership and system development in department effort to coordinate, train, and review the work of all staff involved in marketing and communications programs.
- Advocate, market, and promote the department's image, services, activities, programs, and policies by using advertising, promotional, persuasive, and marketing techniques to encourage participation, generate revenue, and build support, approval, and consensus for PARD services and programs among staff and members of the public.
- Recruit and select consultants and contractors for planning, construction, maintenance, and conservation services. Manage contracts by developing and reviewing budgets, reviewing work, and evaluating performance.
- Prepare and submit grant and sponsorship applications. Administer grant funded projects and programs.
- Prepare and manage all aspects of division budget. Collaborate with Department Director and management team to develop annual department budget.
- Serve on department management team that insures intradepartmental coordination of services and projects, resolves problems, and generates proactive short and long range plans.
- Respond to general and technical public inquiries on behalf of department director or management team in a variety of forums.

Contacts: Contacts include elected officials, senior management staff, City staff at all organizational levels, community groups, agency staff, boards, commissions, interagency groups, volunteers, and the general public. Contacts are established and maintained for communication of program activities and services, project coordination, effective teamwork, policy development, and information exchange. Contacts are made in person, via telephone and computer networks, through printed and presentation materials, and are an integral part of all duties. Contacts may involve controversial policies or policy changes, politically sensitive issues, and may be confrontational. Contacts may require persuasion, debate, and the use of multi-media presentations to achieve department communication and marketing goals.

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Supervision: Supervises all assigned staff.

Accountability: Reports directly to the Department Director and is accountable for the success of all assigned programs, services, and operations.

Working Conditions: Work is mainly performed indoors, in settings such as offices, conference rooms, or project dedicated working areas. Work will often involve travel to various locations including outdoor settings, activity at field or program service delivery or work sites, and occasional evening and weekend hours.

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QUALIFICATION GUIDELINES

- ◆ Knowledge of the world of arts program administration that includes in-depth awareness of national, regional, and local artists, mediums of artistic expression, current arts trends, arts funding, and the use of art in public spaces and facilities.
- ◆ Knowledge of event planning, implementation, and evaluation.
- ◆ Knowledge of techniques, principles, methods, and practices of marketing, communication, and publicity.
- ◆ Knowledge of techniques, principles, methods, and practices of program development and/or project management, including multiple and simultaneous complex projects and/or programs requiring team development, inter-disciplinary coordination, achieving a multiplicity of goals and objectives, and inter-jurisdictional cooperation and effectiveness, evaluation, and meeting needs of competing groups, interests, and populations.
- ◆ Knowledge of techniques, principles, methods, and practices of providing public information, community education, and citizen involvement including group processes, consensus building, negotiations, media relations, and developing written materials and visual presentations.

QUALIFICATION GUIDELINES (Continued)

- ◆ Knowledge of staff supervision methods, including team building, motivation, training, selection, delegation, progress measurement, discipline, evaluation, and recognition; and the ability to effectively use this knowledge to develop and supervise staff.
- ◆ Knowledge of municipal government powers, functions, services, responsibilities, organizational dynamics, and administrative procedures.
- ◆ Knowledge of construction management standards, methods, and processes, including permits, reviews, building codes, and safety requirements.
- ◆ Knowledge of policy development, analysis, implementation, application, evaluation, and communication.
- ◆ Knowledge of budgeting methods, practices, principles, and procedures.
- ◆ Knowledge of the methods and programs used to care for, maintain, protect, conserve, and preserve public art.
- ◆ Knowledge of general legal issues and language related to contract development, including specific knowledge of laws and rights related to works of art.
- ◆ Skill in developing, researching, preparing, writing and giving effective documents, reports, and presentations for a variety of audiences using a variety of communication methods and multi-media technologies.
- ◆ Skill in training, instructing, informing, and soliciting input and participation.
- ◆ Skill in program, policy, and project management, planning, organization, and implementation.
- ◆ Skill in developing and using service, policy, and program effectiveness, value, and assessment instruments and methods.
- ◆ Skill in managing the application of current computer and communications technology to inform, communicate, develop systems, publicize and market services, products, and programs.
- ◆ Ability to develop, negotiate, and manage varied and complex contracts.
- ◆ Ability to read, review, and understand architectural and engineering plans and specifications.
- ◆ Ability to prepare requests for proposals, establish criteria, and select consultants and contractors.
- ◆ Ability to communicate and work effectively with diverse internal and external customers, individuals, groups, and organizations.
- ◆ Ability to manage controversial issues, projects, and policies.
- ◆ Ability to analyze, evaluate, and interpret detailed and/or complex concepts and information for purposes of decision making, problem resolution, and resource allocation.
- ◆ Ability to establish and maintain effective working relationships with City staff at all levels, diverse community groups of all types and compositions, other agency staff, and the general public.
- ◆ Ability to work as a member of a public service oriented interdisciplinary department management team.

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Education/Experience: Four years experience in the management and administration of communications, marketing, or arts program functions and operations required. A bachelor's degree in arts, communications, marketing, public relations or a closely related field required. Studies, experience, or training that demonstrates a thorough understanding and awareness of the multi-faceted world of art required. Experience that demonstrates the ability to manage complex projects, supervise staff, and achieve goals and objectives under demanding timelines required. Related experience may substitute for the required education on a year for year basis. Other combinations of education and experience will be evaluated for possession of the knowledge, skills, and abilities required for successful performance of the duties and responsibilities of this position.

Special Requirements: Washington State Driver's License or evidence of equivalent mobility.