

CULTURAL AND EVENT SERVICES MANAGER

Definition:

Under general direction plans, organizes, manages, evaluates and participates in the activities of the Cultural and Event Services Division in the Parks and Recreation Department; presents and promotes a variety of cultural and other events and programs to the public, commissions and community groups and performs related work as required.

Essential Duties and Responsibilities:

The responsibilities and essential duties performed on a frequent and recurring basis by an incumbent include the following:

Manages, organizes and participates in the activities of the Cultural and Event Services Division to include managing and monitoring programs and functions and overseeing assigned facility operations/maintenance.

Oversees all aspects of museum exhibits and exhibit selection.

Manages the selection, training, supervision and evaluation of assigned staff.

Gathers and analyzes data to determine community needs and develops cultural and other events/programs to meet same.

Develops and manages the organization and implementation of special events to include managing program registration and facility use.

Researches, prepares, recommends and administers the division budget to include revenues, transfers and expenditures.

Develops division goals; develops and implements objectives, policies and priorities for assigned areas and evaluates work plans and program performance.

Plans, develops and implements marketing and fund raising plans.

Solicits businesses and service organizations for volunteer assistance and financial aid.

Negotiates and monitors a variety of contracts with individual artists, curators, shipping companies, construction companies, performance groups and other related contractors.

Evaluates and implements government contracts and service agreements.

Attends a wide variety of meetings; interacts with a variety of community based groups; chairs/serves as liaison/advisor to boards, committees and volunteer organizations and makes oral presentations.

Identifies funding sources and prepares financial grant requests.

Meets with staff to identify and resolve problems and may investigate complaints and resolve problems.

Assists with museum related capital projects.

Operates a personal computer and uses applicable software to produce a variety of reports, correspondence, proposals and other material.

Drives a vehicle on City business.

Other Duties and Responsibilities Include:

Performs other projects/tasks as assigned.

Assists with exhibit installation as needed and uses basic hand tools.

Lifts and carries equipment, supplies and other items weighing 30 pounds or less.

Class Characteristics:

Cultural and Event Services Manager is a single incumbent division manager position in the Parks and Recreation Department. The incumbent has broad responsibility for the safe, efficient and cost-effective administration of the activities in the assigned division.

Contacts and Relationships:

The Cultural and Event Services Manager establishes and maintains contact with staff in the Parks and Recreation Department and staff in other City departments. Substantial contact will occur with vendors and contractors delivering services and with various public agencies, commissions, boards and private associations. Contact will occur with the public during events and activities.

Qualification Guidelines:

The knowledge and abilities which are required to perform the duties and responsibilities of this class include the following:

Knowledge of:

Effective supervisory and management techniques.

Development, organization, implementation, evaluation, management and methods of delivery of cultural programs and objectives.
Contract and grant administration.

Applicable federal, state and local laws and regulations related to cultural programs and events planning.

Coordination techniques as applied to parks and recreation programs.

Methods of making effective oral and written presentations.

Facilities management.

Accounting and billing procedures.

Budgeting methods and procedures.

Revenue development, marketing principles and fund raising methods.

Computer applications related to area assigned.

AND

Ability to:

Select, train, supervise and evaluate the work of division staff and contract personnel.

Plan, organize, assign and check the status of work activities.

Negotiate and administer service contracts.

Plan and develop cultural programs and special events.

Develop, implement and monitor a division budget.

Analyze data, revenues and expenditures and evaluate program effectiveness.

Establish and maintain effective relationships with those contacted in the course of work and interact effectively with a wide variety of representatives, special interest groups, artists and performers.

Conduct research and prepare reports and recommendations.

Initiate and carry out required procedural assignments and use independent judgment and initiative.

Communicate effectively orally and in writing.

Meet the public with courtesy and tact.

Operate a personal computer and use applicable software.

A typical way to obtain the knowledge and abilities is as follows:

Education:

Bachelors Degree from an accredited college or university with a major in, or supplemented by course work in, Business Administration, Public Administration, Art, Art History or a related field.

AND

Experience:

Four years of progressively responsible experience in the management of a public or private cultural facility/museum to include two years in a supervisory capacity, some experience in special events planning and some experience in budget management/revenue development.

Special Requirements Include:

Valid and appropriate California Drivers License and acceptable driving record at time of appointment and throughout employment in this position.

Must be able to work a flexible schedule to accommodate City needs including evenings, weekends and holidays.

The City of Fullerton's Conflict of Interest Code requires that the Cultural and Event Services Manager file financial disclosure statements in accordance with State and local laws.

Physical Tasks and Working Conditions Include the Following:

Work is performed in an office environment and in event/festival locations. The incumbent uses a computer, keyboard and related equipment, drives a vehicle on City business, sits, stands, climbs steps, walks and may use basic hand tools, reach, bend, kneel, grasp, lift and carry, push, pull and drag boxes of supplies, equipment, museum exhibits and related items weighing 30 pounds or less. When in an event/festival location the incumbent may be exposed to the elements, walk and stand on slippery and uneven surfaces, climb inclines, crouch and twist. The incumbent must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Fair Labor Standards Act Designation: Exempt - Administrative

Established July 2006 - Class Split from Community Services Manager