

CITY OF MADISON  
**INTER-DEPARTMENTAL**  
CORRESPONDENCE

DATE: October 25, 2007

TO: Personnel Board

FROM: Larry Oaks, Human Resources

SUBJECT: **Overture Center Programming Manager**

I have concluded my review of the vacant position (#3877) of "Overture Center Associate Director - Programming and Development" in Compensation Group 18, Range 15 in anticipation of a recruitment. As currently conceived, this position performs responsible managerial, professional, creative and programmatic work in developing and recommending the programmatic philosophies of the Overture Center and in developing policies, systems, procedures and measures for their implementation. This role encompasses the development and management of the Overture Center Programming, Education and Outreach, and Volunteer Coordination programs and services. Under the general direction of the Overture Center Director the employee must exercise considerable judgment, discretion, and creativity in meeting established objectives.

This role, in brief, differs from that previously conceived in that the marketing and promotions activities which were previously encompassed by this position have been redirected to the "Overture Center Marketing Manager" (who also reports to the Director).

In this context, I recommend that the current class of Overture Center Associate Director - Programming and Development be deleted and that the new position/class of "Overture Center Programming Manager" (class specification attached) be created. I recommend that this new class be placed in Compensation Group 18, Range 13. This placement reflects the relationship between this position and the other Overture Program Managers (Marketing, Financial and Events), all in Range 12; and the relationship between this position and the former "Associate Director" in Range 15, in that this position's role in developing and recommending programmatic philosophies arguably incorporates an incrementally higher level of personal judgment, discretion and consequence of error than the other managers, as well as some of the higher level responsibilities implicit in the former Associate Director (18/15). Therefore, on balance, I believe Range 13 is warranted.

I have prepared the necessary ordinance and resolution to implement this recommendation.

The position will be filled competitively.

cc: Nancy Birmingham, Overture Center

Attachment

<b>Compensation Group/Range</b>	<b>2007 Annual Minimum (Step 1)</b>	<b>2007 Annual Maximum (Step 5)</b>	<b>2007 Annual Maximum (w/Longevity)</b>
18/15	\$67,395	\$81,146	\$90,896
18/13	\$61,418	\$73,884	\$82,758
18/12	\$58,509	\$70,637	\$79,118

## Overture Center Programming Manager

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible managerial, professional, creative and programmatic work in developing and recommending the programmatic philosophies of the Overture Center and in developing policies, systems, procedures and measures for their implementation. This role encompasses the development and management of the Overture Center Programming, Education and Outreach, and Volunteer Coordination programs and services. Under the general direction of the Overture Center Director the employee must exercise considerable judgment, discretion, and creativity in meeting established objectives.

#### Examples of Duties and Responsibilities:

Create a balanced and well-rounded annual performing and visual arts program for Overture Center to include an appropriate combination of international, national, regional, and local artists and well as ticketed and free programs and events in order to serve diverse interests.

Program an annual performing arts series for youth, including day-time performances for schools reflecting various artistic genres as well as grade levels.

Manage the Education and Community Engagement unit both directly and through a subordinate supervisor. Insure the implementation of existing programs and provide leadership for innovative programming including, but not limited to, OnStage Performing Arts Series for Students, Kids in the Rotunda, Take Ten, Artist Residencies, Meet the Artist, Community Ticket Voucher program, Educator Workshops, and annual visual arts programming for the Overture Galleries.

Manage the Volunteer Operations and local Community Programming and Festivals unit both directly and through a subordinate. Direct the activities related to, but not limited to, Overture After Work, the International Festival, and the Children's Arts Festival.

Develop and deepen programming through the creation of partnerships utilizing community input and resources.

Include and support Overture Center resident organizations in programming to advance their respective missions.

Serve as a member of the Overture Center Management Team and participate in the general management of the organization.

Attend various regional and national professional association meetings and conferences, and research potential presentations for Overture Center's annual performance season.

Work with tenant organizations to develop collaborative programming.

Develop community partnerships to enhance programming specifically as it relates to underserved communities.

Work closely with the Marketing Manager to aggressively utilize existing and emerging technologies to bring Overture Center offerings to the widest possible audience.

Develop relationships with local, regional and national, and international artist and artist agents, performing arts organizations, and industry service organizations to enhance programming, revenue, and fulfill mission statement.

Provide assistance to unit supervisors in such areas as adjusting staff schedules, interpreting administrative procedures, solving workflow and/or non-technical operating problems, and dealing with employee or administrative problems. Review and evaluate activities of subordinates on a regular basis. Perform research, edit and write materials and reports.

In conjunction with the Overture Center Financial Officer, prepare and/or coordinate the preparation of the programming budgets and necessary analysis and documentation for the annual budget process and for interim budget requests. Present or provide direct assistance to the Executive Director in the presentation and justification of these budget components.

Develop policy-level recommendations and reports for submission to the Madison Cultural Arts District Board, including monthly agendas and annual programming reports.

Perform related work as required.

## QUALIFICATIONS

### Knowledges, Skills and Abilities:

Considerable knowledge of the procedures and practices relating to the programmatic activities of a large scale performing arts complex. Considerable knowledge of and ability to discern relative quality of the performing arts on a local, regional, national and international level. Thorough knowledge of relevant management principles, practices, and techniques. Ability to assemble a comprehensive season/schedule of events to both educate and entertain audiences within budgetary constraints. Ability to hire, train, supervise, evaluate and discipline employees. Ability to prepare clear and concise reports. Ability to establish and maintain effective working relationships with subordinate staff, other employees and outside agencies, artist's agents and managers and other outside groups. Ability to research, evaluate and make recommendations on high level policy programming, education and community relations programs. Ability to communicate effectively, both orally and in writing. Ability to develop a working knowledge of relevant City procedures. Ability to analyze related complex problems or situations and determine logical and practical solutions. Ability to utilize data processing systems to effectively accomplish the work objectives. Ability to maintain adequate attendance.

Training and Experience:

Five years of very responsible directly related creative, professional, administrative and managerial experience in a facility such as a public auditorium, performing arts center, or comparable facility with major responsibilities in the areas of programming, education, personnel administration and supervision; general business administration; budget development and control; and systems and procedure analysis. Such experience would normally be gained after graduation from a four-year college with a degree or major in a performance art, arts administration, or a closely related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledges, abilities and skills listed in the previous section will also be considered.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Overture Center	18	13

Approved: \_\_\_\_\_  
Brad Wirtz  
Human Resources Director  
Date

# Overture Center Director (21/21)

