

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

DATE: December 19, 2007

TO: Personnel Board

FROM: Larry Oaks, Human Resources

SUBJECT: **Overture Center Planning Analyst**

The 2008 Operating Budget for the Overture Center provides for the creation of a new position tentatively identified as a "Planning Systems Analyst." This position will perform responsible and varied professional analytic and administrative work in guiding and implementing the strategic planning processes for the Overture Center. This work, incorporating all functional areas, focuses on achieving the organization's mission, goals and objectives through a strategic planning process. Work is performed under the general supervision of the Overture Center Director in concert with the Overture Management Team.

Since there is no current class that encompasses this type of work (with the requisite skills), I recommend the creation of the new class of "Overture Center Planning Analyst" (class specification attached). I recommend that this new class be placed in Compensation Group 18, Range 07. This placement will serve to equate this position with "Planning Systems Improvement Analyst" (18/07) with comparable responsibilities within the Department of Planning and Development.

I have prepared the necessary ordinance and resolution to implement these recommendations.

cc: Nancy Birmingham, Overture Center

Attachment

Compensation Group/Range	2007 Annual Minimum (Step 1)	2007 Annual Maximum (Step 5)	2007 Annual Maximum (w/Longevity)
18/07	47,213	55,928	62,634

OVERTURE CENTER PLANNING ANALYST

CLASS DESCRIPTION

General Responsibilities:

This is responsible and varied professional analytic and administrative work in guiding and implementing the strategic planning processes for the Overture Center. This work, incorporating all functional areas, focuses on achieving the organization's mission, goals and objectives through a strategic process. Work is performed under the general supervision of the Overture Center Director in concert with the Overture Management Team.

Examples of Duties and Responsibilities:

Facilitate the development and implementation of a comprehensive strategic plan for the organization. Coordinate the efforts of diverse stakeholders. Monitor and recommend modifications to the plan as appropriate. Ensure that planning documents have appropriate parameters and criteria. Recognize and communicate individual and team progress on plan goals. Provide constructive assistance and support to staff members to address problems and resolve related issues. Explain Overture Center's goals and strategies to various stakeholders.

Work with staff across all functional areas (operations, finance, volunteer management, education, marketing, etc) to assess programs and identify opportunities, and ensure existing initiatives support the organization's mission and generate revenue as appropriate. Collaborate with managers and staff to identify new programs and initiatives that will generate revenue as well as otherwise meeting organizational goals; conduct analysis of opportunities based on revenue potential (based on market needs), and the cost of internal resources to implement these programs; make and defend recommendations regarding the reallocation of resources. Exercise judgment in identifying and conducting related studies, analyses and evaluations as necessary; set milestones and goals to determine impact and effectiveness at appropriate time intervals; analyze and evaluate results of implemented programs and recommend adjustments; establish benchmarks as appropriate against other performing arts centers or similar organizations; and design action programs oriented towards defined improvement areas.

Plan, supervise, and coordinate ongoing research endeavors across the organization. Gather qualitative and quantitative data, and prepare and present reports and analysis. Work with staff to identify appropriate areas for research, including business planning, decision support and program assessment. Manage related contracts with academic researchers and other external consultants.

Train, direct, and oversee the work of interns. Edit work and provide support and feedback as appropriate.

Identify industry-related trends and potential business and policy issues, and present findings and recommendations. Serve as an internal resource for the development and implementation of contemporary business practices and management practices. Coach staff to effectively use

information in decision-making. Identify opportunities to benchmark against peer institutions, and provide benchmarking data to staff and board members.

Perform related work as required.

QUALIFICATIONS

Knowledges, Skills and Abilities:

Thorough knowledge of the principles of arts administration and strategic planning processes relative to multidisciplinary arts organizations. Working knowledge of trends in the field of performing arts, the operations of cultural facilities, and the design and delivery of experience-based products. Working knowledge of the principles of change management. Ability to effectively represent the organization and explain its purpose and benefits to diverse stakeholders, including elected officials, business leaders and community members. Ability to effectively communicate complex strategic planning concepts. Working knowledge of computer-assisted data analysis techniques. Ability to evaluate the effectiveness of programs in terms of financial, artistic and public value. Ability to communicate effectively both orally and in writing. Ability to conduct interviews, collect and evaluate data, and compile related financial, statistical and narrative reports and recommendations. Ability to maintain effective working relationships. Ability to develop and maintain adequate attendance.

Training and Experience:

Two years of directly related professional analytic experience in arts administration and/or other relevant program analysis. Such experience would normally be gained after graduation from an accredited college or university with a degree in Arts Administration, Business Administration, or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledges, skills and abilities necessary to perform the duties of this position will also be considered.

Department/Division	Comp. Group	Range
Overture Center	18	07

Approved: _____
Brad Wirtz
Human Resources Director

Date

Amending Section 3.54 (1)(b) of the Madison General Ordinances by creating the class of Overture Center Planning Analyst in Compensation Group 18, Range 07, thereof.

Resolution that the new position tentatively identified as Planning – Systems Analyst (no Compensation Group / Range specified) in the permanent salary detail of the budget is repealed and recreated as a position of Overture Center Planning Analyst in Compensation Group 18, Range 07, thereof.

Fiscal Note: No fiscal impact.

Editor's Note:

<u>Compensation Group/Range</u>	2007 Annual Minimum <u>(Step 1)</u>	2007 Annual Maximum <u>(Step 5)</u>	2007 Annual Maximum <u>w/Longevity</u>
18/07	\$47,213	\$55,928	\$62,634