Cultural Affairs Director

Purpose of the role:	Under general administrative direction, plans, organizes and directs the operations, programs, and services of the Cultural Affairs Department; manages and directs the operations and services of the Bank of America Performing Arts Center (BAPAC), which is comprised of the Fred Kavli Theatre and the Janet & Ray Scherr Forum; manages arts and cultural events, public information for community and cultural activities and special community-wide events; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the City Manager's Office; and performs related duties as assigned.
Distinguishing Characteristics:	The Cultural Affairs Director is a department head with responsibility for policy development, program planning, fiscal management, administration, and operational direction of all departmental functions. The incumbent is responsible for developing and accomplishing department objectives and goals within guidelines established by the City Council and City Manager. Assignments are broad in scope and allow for a high degree of administrative discretion in their execution.

Essential Duties and Responsibilities:

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Plans, organizes, controls, integrates, and evaluates the work of the Cultural Affairs Department; manages BAPAC operations; coordinates, manages and oversees community-wide arts and cultural programs and activities, and special events.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Develops, implements and monitors short and long-term plans, goals and objectives focused on achieving the City's mission and Council priorities; manages and directs the development, implementation and evaluation of plans, policies, systems and procedures to achieve annual goals, objectives and work standards.
- Plans and evaluates the performance of managers and their assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; makes

decisions on compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the City's Personnel Rules and Regulations.

- Serves pro bono as Executive Director of the Thousand Oaks Alliance for the Arts (TOARTS), which serves as BAPAC's non-profit fundraising and presenting arm; plans, organizes, controls, integrates, and evaluates the work of TOARTS; books, negotiates contracts and presents touring performing acts, music, dance, theatre, children's programming, popular entertainment and international attractions.

- Establishes, within City policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.

- Provides leadership and works with staff to develop and retain highly competent customer service-oriented staff through selection, compensation, training and day-to-day management practices that support the City's mission and values.

- Directs the development of and monitors performance against the annual department and TOARTS budgets; approves the forecast of funds needed for staffing, equipment, materials, and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.

- Develops and implements professional programming and community use of the BAPAC theatres; develops marketing and public relations campaigns and represents BAPAC to the press and the community.

- Manages citywide community events, coordinates appropriate public relations and informational material for residents.

- Advises the City Council, City Manager, and others on departmental issues; assembles necessary resources to solve a broad range of problems in the delivery of entertainment and community services.

- Maintains effective relationships with a variety of community organizations, groups and individuals to promote positive public relations; works with and provides pro bono support staff to TOARTS in conducting fund-raising activities on behalf of BAPAC and its programs; establishes and implements fund-raising strategies and activities.

- Responds to and resolves citizen inquiries and complaints regarding entertainment services.

- Provides leadership liaison to the City's Arts & Culture Roundtable.

- Directs the conduct of analytical and management studies; reviews and prepares reports for the City Manager, City Council, TOARTS and Arts & Culture Roundtable.

- Monitors developments related to Cultural Affairs Department

matters, evaluates their impact on City operations, and implements policy and procedure improvements.

- Appears on government television programs, before public agencies, business and civic groups, arts support groups and other organizations in the presentation and discussion of Cultural Affairs Department programs, proposals and policies including BAPAC, TOARTS and the Arts & Culture Roundtable.

- Provides staff assistance to the City Manager*;* completes special projects as assigned; represents the City at various meetings and events; prepares and presents staff reports and other necessary correspondence.

- Performs related duties as required.

Desired Minimum Qualifications:

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operations, services, and activities of a municipal community and cultural affairs department.
- Principles and practices of performing arts programs.
- Principles and practices of program development and administration.
- Principles and practices of nonprofit management, including fundraising
- Methods and techniques of special event programming including music, dance, theatre, children's programming, popular entertainment and international attractions.
- Principles and practices of municipal and nonprofit budget preparation and administration.
- Principles and practices of management, supervision, training, and performance evaluation.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- Manage and direct a diverse department encompassing entertainment services, nonprofit management, public information, and special events.
- Develop and administer departmental goals, objectives, and procedures.
- Exercise sound, expert independent judgment within general policy guidelines.
- Analyze and assess programs, policies, and operational needs and make appropriate adjustments.
- Identify and respond to sensitive community and organizational issues, concerns, and needs.
- Plan, organize, direct, and coordinate the work of lower level staff.
- Delegate authority and responsibility.
- Select, supervise, train, and evaluate staff.
- Perform difficult and complex analysis and research, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

- Research, analyze, and evaluate new service delivery methods and techniques.
- Develop and maintain personal contact with booking agencies and touring management of professional music, dance, theatre, popular entertainment and other attractions in order to present a varied and financially viable programming schedule.
- Plan and direct a variety of programs and entertainment services.
- Advertise, market and publicize municipal performing arts and community-wide events and programs.
- Prepare and administer large and complex budgets.
- Prepare clear, concise, and comprehensive administrative and technical reports.
- Read and interpret complex data, information, and documents.
- Work on multiple, concurrent projects with strict deadlines and with frequent interruptions.
- Utilize standard office equipment including computers and related software applications.
- Understand, interpret, explain and apply applicable federal, state and local policies, laws and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

Competencies:

- Team Builder
- Strategic Thinker
- Results Oriented
- Planner and Organizer
- Interpersonally Effective
- Problem Solver and Decision Maker
- Technically Knowledgeable

Education and Experience Guidelines:

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:
A Bachelor's degree from an accredited college or university with major course work in business administration, communications, theatre arts or a closely related field.

Experience:
Ten years of progressively responsible experience in the management of the performing arts or entertainment industry including three years of management and administrative responsibility; nonprofit experience preferred.

Licenses; Certificates; Special Requirements:
A valid Class C California driver's license is required.

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Physical and Environmental Conditions:	**Physical:** Sufficient physical ability to work in an office setting and to travel to various locations to attend meetings and events; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties requiring grasping, repetitive hand movement, and fine coordination; and operate office equipment. **Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction. **Environment:** Standard office setting and theatre setting; elevated sound levels when working shows; frequent interaction with City officials, community organizations and groups, staff, patrons and the public.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Date Adopted: 3/07/05
Date Revised: 10/21/2019

7/1/10

- **New Classification Title and Department Title (*replaced previous title of Community/Cultural Services).***
- **New Commission Title - to be adopted 9/2010 *(replaces titles of Thousand Oaks Civic Arts Plaza Foundation, Thousand Oaks Arts Commission, and Board of Governors)***
- **Removed references from various paragraphs related to: *TOTV, cable television, and cable franchise.***
- **10/21/2019 Updated names of theatres, arts groups, and incorporated non-profit experience.**