



**THE ARTS
COUNCIL**

Position Description: Programming & Events Director
Reports To: General Manager

Position Summary:

This full-time, exempt position will work under the direction of the General Manager to plan, oversee, and market all Arts Council programs and events as well as approving rentals conducted at the Smithgall Art Center facilities (or designated off-site locations). The P&M Director is responsible for managing event staff and oversight of all aspects of events and programs. This position will also manage all TAC social media accounts, design and print event advertisements, and work with TAC's marketing firm to promote TAC/Smithgall Art Center. Customer service, a keen understanding of technology, marketing practices, and the ability to thrive in a deadline driven environment are critical components of this role.

Program Development:

- Research, plan, and execute new and current programming for The Arts Council.
- Draft management agreements, review and negotiate contracts.
- Find new and exciting artists, musicians, and events to bring to the Gainesville Community.
- Work with Operations Director to plan budgets and spending for TAC programs and be able to work creatively to stick to budget restraints.
- Create accurate and comprehensive time and action plans for program creation and execution.
- Work with marketing firms, talent agents, and artists to create cohesive branding and marketing materials.

Events:

- Coordinate and maintain the internal calendar of events.
- Communicate event details, logistics, maintain intranet descriptions and add information to organization calendar.
- Work with Operations Director and other staff members to ensure adequate staffing, supplies, and other resources for special events and programs are in place.
- Develop and maintain solid relationships with sponsors, collaboration partners, TAC members and volunteers.
- Create and analyze online evaluations and prepare post-event reports. Follow up post-event with volunteers, sponsors, and donors.

Marketing:

- Oversee the implementation of impactful marketing and communications for client websites, meetings and events via social media, email, web, and print. Produce error-free written content quickly and accurately.
- Work with TAC's marketing firm to design and implement new marketing campaigns for all TAC events and programs.
- Create Time and Action Plans for marketing campaigns.
- Oversee Event Staff's interaction with TAC social media.

General:

- Stay up to date on marketing and social media trends to ensure TAC/Smithgall Art Center is reaching the broadest audience possible.
- Attend community events and meetings and represent TAC in a professional manner.
- Work with ED and OD to create and adhere to standard office procedures.

Required Programs:

- Microsoft Office – Word, Excel, Access
- Microsoft Teams
- Constant Contact
- Canva
- Adobe Creative Cloud – Photoshop, InDesign

Essential Skills:

- Clear communication
- Willingness to contribute across a variety of areas and to learn new things.
- Flexibility
- Passion for engaging people in the arts
- Collaboration
- Positive Attitude

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this position description. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required.