

CITY OF LOWELL

Job Description

Please Post ~ 1/23/2012

Deadline ~ 2/6/2012

**Director of Cultural Affairs & Special Events/ Executive Director
Cultural Organization of Lowell (COOL)**

Job Title: Director of Cultural Affairs & Special Events/ Executive Director, Cultural Organization of Lowell
Department: Cultural Affairs & Special Events
Reports To: City Manager, COOL Board Chairman
Union: Ordinance, Non-Union
Salary Range: (min) \$58,008.52 to (max) \$68,173.60

SUMMARY: Under the direction of the City Manager and the COOL Board Chairman, the Director of Cultural Affairs & Special Events/Executive Director of COOL coordinates the City's cultural affairs operations and events and is directly responsible for management, marketing, and grant-writing/fundraising for the City's cultural affairs and creative economy programs, as well as large-scale city-wide events.

ESSENTIAL DUTIES and RESPONSIBILITIES

(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

Overseeing the City's special event planning, budgeting, marketing and coordination; working with other City departments to assure success in coordination of activities to promote economic development for the city; and preparing the annual Cultural Affairs & Special Events operating budget for submission to the City Manager;

Marketing the city's major festivals through a unified website listing and weekly cultural e-blasts; collaborating with City partners, a festival logistics team, and festival organizers to develop a heightened awareness of the events in Lowell and ensure best visitor experience with each festival event (traffic, restaurants & hotels, police, signage, etc.);

Collaborating with the Planning & Development Department to manage the city's marketing campaign jointly with city agencies and community partners; advancing the role of arts and culture in this marketing campaign; and creating press releases, flyers, ads, banners, web content and other marketing materials to promote and publicize the City's cultural life;

Leading staff of as many as six full- and part-time employees of the City and COOL to develop and implement a community cultural plan that includes all cultures and sectors of the community; acting as the liaison between the cultural community and the city government; forging new relationships to help build more diverse audiences and encourage Lowell's recent immigrant populations to participate in cultural activities;

Augmenting cultural tourism initiatives to attract new visitors to the city; briefing City officials and business leaders about the economic and social impact of the arts in our community;

With guidance from the COOL Board of Directors, developing creative economy programs to further the development of, and interest in, Lowell's creative sector; advancing partnerships among cultural, business, philanthropic, and higher education communities;

Promoting creative economic revitalization through the ongoing development of Lowell's state-designated Cultural District, and promoting assets/amenities in the district; raising awareness for the restoration and development of a community arts facility/performance hall at the Smith Baker Center, so that the abandoned building can one day be adaptively reused as a cultural center;

Managing the City's public art program, encouraging temporary public art installations, raising funds for new permanent pieces of public art, and coordinating the development of a public art maintenance plan;

Seeking public and private financial support for collaborative cultural programs, activities and aesthetic projects within the community;

Providing technical assistance to artists, humanists, and persons involved with interpretive science programs, as well as organizations, through workshops and one-on-one sessions; working with cultural and arts organizations and individual to promote the city's creative economy;

Facilitating the development of affordable artist live/work and workspace by working directly with individual artists and city officials to target key buildings for cultural reuse;

Overseeing the implementation of Discover Lowell, a multicultural creative economic development initiative, funded by the Massachusetts Cultural Council and coordinated with more than twenty-four local partner organizations.

SUPERVISORY RESPONSIBILITIES

Oversees five (5) or more employees and/or contractors in the COOL/Cultural Affairs & Special Events Office and carries out supervisory responsibilities in accordance with City ordinances and the organization's policies and applicable laws. Responsibilities include interviewing, selecting and training of employees; planning, assigning, and directing work; establishing goals and objectives for the department; providing leadership and effective communication to plan, manage, organize and supervise employees for the accomplishment of department objectives and city-wide goals; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems, and providing training, daily direction and counseling to staff as required.

Oversee all non-profit management for the Cultural Organization of Lowell, including providing staff leadership for the Board of Directors, assuring that COOL complies with all grant funding sources, etc. and providing support services in keeping with non-profit reporting structures and City boards and commissions regulations;

SUPERVISION

Supervision scope: Performs a variety of responsible functions requiring the exercise of considerable initiative and creativity to independently develop, implement and administer all department programs and projects. Supervision received: Works under the direction of the City Manager, for job functions related to special events and marketing, and the Chairman for the COOL Board of Directors, for job functions relating to cultural affairs and the creative economy. Employee functions independently referring only unusual problems to the City Manager and COOL Board Chairman. The position is subject to review and evaluation according to the City Manager's priorities and goals. Supervision given: Provides managerial oversight of all department operations and functional supervision to one (1) full-time Downtown/Special Events Coordinator; two (2) 80% time project manager/assistants; and two (2) contract employees, assigning tasks and providing instructions. Reviews work for accuracy and completion.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE

The Director of CASE/Executive Director of COOL must have a (1) thorough knowledge of cultural program development, event planning, grant-writing, budgeting, marketing and public relations and non-profit management; (2) the ability to plan programs, delegate tasks, review projects and coordinate the annual plan for events and cultural affairs; and (3) working knowledge of Lowell's creative economy programs and funding streams in order to perform department operations and track city-wide cultural development projects and events.

SKILLS and ABILITIES

Skills in planning, budget management, organization, personnel supervision and leadership; demonstrated ability to work cooperatively to support the accomplishment of city-wide priorities and department objectives; demonstrated ability to establish goals and objectives for the department, including practical plans and programs; and strong verbal and written communication skills and the ability to analyze issues around developing vibrant city-wide programs that promote Lowell as a dynamic place to live, work and visit;

EDUCATION

The Director of C.A.S.E./Executive Director of COOL must have an undergraduate degree in the fine arts, cultural studies, urban studies, or other relevant discipline. A graduate degree in arts administration or an arts- or cultural-related discipline, such as a master of fine arts program or cultural studies, is preferred.

EXPERIENCE

The Director of C.A.S.E./Executive Director of COOL must have (a) at least five (5) years cultural program administration experience that includes event marketing and management, of which at least three (3) years are in a supervisory or leadership capacity.

OTHER REQUIREMENTS

Availability to work during evenings and on weekends on a routine basis.

LANGUAGE SKILLS

Ability to read and interpret documents, instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS The physical demands described here 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 functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The City of Lowell is a smoke and drug free employer and requires a physical with drug screen and CORI, post offer. EOE/AA/504 Employer.

Qualified applicants should forward a resume with cover letter by 4:00 PM on February 6, 2012 to Mary Callery, Human Relations Manager, Human Relations, Lowell City Hall, 375 Merrimack Street, Room 19, Lowell, MA 01852; Fax: 978-446-7102; Email: CityJobs@lowellma.gov The position will remain open until filled, however application received prior to the deadline will be given priority.