

THEATRE MANAGER

Function of Job:

Under general direction of designated supervisor or faculty department chair, to be responsible for the development of broad based participation in and support of theatre and dance at the college/university.

Characteristic Duties and Responsibilities:

1. Be responsible for audience development and program marketing of all theatre events including subscription campaigns individual show publicity campaigns, liaison with specific college/university communities, poster distribution and audience research.
2. Manage ticket sales, income reporting and staffing for all theater performances.
3. Be responsible for all contacts with media and public relations activities relevant to theatre events, including print/electronic contacts, press releases, articles, photographs and displays.
4. Teach one class per semester on Theatre Management or related subject, and involve students as interns on request.
5. Be responsible for all scheduling for use of the theatre.
6. Supervise work of all student employees as assigned and advise/direct students requesting assistance in areas of management expertise.
7. Coordinate the sale of advertising for the yearly program books in consultation with Department representatives.
8. Assist in fundraising and recruiting efforts through design of brochures, participation in writing of grant proposals, and coordination of audition information.
9. Be responsible for theatre maintenance by coordinating necessary repairs, painting, equipment and housekeeping with appropriate college/university staff.
10. Work with Alumni Office and/or other departments on alumni contacts and information exchange programs.
11. Obtain royalty quotes, permissions, playscripts, performance rights as required.
12. Perform other related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree and two years of related experience in theater work.
2. Communication skills, both oral and in writing.
3. Familiarity with graphic arts design, printing, photography and electronic media.
4. Knowledge of general theater practices.

Additional Desirable Qualifications:

1. Master's degree in Arts Management area.

8/1/88

System Approval

8/1/88

Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.