



# City of Tempe

## ARTS AND CULTURE MARKETING SUPERVISOR

### JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	616	<i>Department:</i>	Community Services
<i>Supervision Level:</i>	Supervisor	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	TCA Manager
<i>Safety Sensitive / Drug Screen:</i>	No	<i>Physical:</i>	No

Click [here](#) for more job classification information including current salary range.

### REPORTING RELATIONSHIPS

Receives direction from Deputy Community Services Director (Arts and Culture), and Arts and Culture managers (i.e. Tempe Center for Arts, Community Arts, Tempe History Museum, and Public Art).

Exercises direct supervision over professional, para-professional, technical, and clerical staff.

### MINIMUM QUALIFICATIONS

<i>Experience:</i>	Five (5) years of marketing experience in performing arts, cultural programs, museums, community arts, entertainment, special events, consumer marketing, or related fields, including two (2) years of supervisory experience is preferred.
<i>Education:</i>	Bachelor's degree from an accredited college or university with major work in marketing, public relations, communications, journalism, business administration, advertising, arts management, or degree related to the core functions of this position. Master's degree is preferred.

### ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the City's stated mission and values. To oversee all facets of marketing, promotions, public relations, media buying, and communication activities for the Arts and Culture Division; To develop, implement, and oversee strategies, partnerships, and tactics focused on increasing attendances, driving earned revenue, and expanding engagement; To lead a full-time team to plan and implement marketing and communications campaigns, including research, creative development, execution, analysis, course correction, and review.

### OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Supervise, implement, and evaluate marketing and communications strategies, plans, campaigns, and initiatives for programs delivered by the Tempe Center for the Arts Tempe History Museum, Community Arts, and Public Art teams,
- Contribute to the assessment of business cases for programs under consideration with an emphasis on performing arts proposals for Tempe Center for the Arts. Oversee the development of creative content for marketing campaigns, including supervision of design staff and contractors.
- Set goals, budget, timelines, and supervise campaign roll out of approved programs across the Division, in collaboration with programming, ticketing and other relevant staff.
- Oversee daily marketing operations, including development and/or approval of media buying, public relations, digital media, and promotions. Proactively monitor and course correct as needed to ensure sales/registrations are performing to maximum potential.
- Position and leverage brand/identity of City, Division and workgroups. Ensure alignment with relevant policies and practices of the City and Division.
- Coordinate a division-wide approach to audience segmentation based on psychographic (ie. Culture Segments) and demographic data. Use insights to drive decision making.
- Review, update and integrate strategies across division to ensure relevance and innovation of all digital channels, including web, social media, and email.
- Supervise the planning and implementation of grassroots initiatives, to reach, impact and engage with audiences that more fully represent the diversity of the community
- Provide expertise and resources to artistic and cultural partners to grow their audiences and revenue.
- Work with stakeholders to create and launch communication campaigns around announcements and initiatives. Collaborate with Deputy and Managers on communications for Council, the Arts and Culture Commission, City executive, employees and volunteers, and in alignment with City practices.
- Plan, prioritize, assign, supervise, and review the work of full-time and temporary staff. Participate in the selection of staff; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline procedures.
- Provide marketing and communications advice and support for membership, development, education, and engagement efforts across Division.
- Plan, develop and implement contracts with providers of specialized services; administer and revise contracts as necessary; oversee contracted providers to ensure contractual compliance.
- Participate in annual budget preparation and administration. Prepare cost estimates for budget recommendations. Submit justification for budget item. Manage event budgets including allocating funds, tracking spends and delivering timely reports.
- Perform related duties as assigned.

## COMPETENCIES

<i>CLASSIFICATION LEVEL</i>	<i>INCLUDES</i>	<i>COMPETENCIES</i>
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Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision
<p><i>For more information about the City of Tempe's competencies for all classifications:</i>  <a href="#">City of Tempe, AZ : Competencies</a></p>		

<b>JOB DESCRIPTION HISTORY</b>
<i>Effective January 2023</i>

## PHYSICAL DEMANDS AND WORK ENVIRONMENT

**Job Title: Arts & Culture Marketing Supervisor**

**Job Code: 616**

VEHICLE OPERATION	YES	NO
Will this position drive a City vehicle?		X
Will this vehicle require a Commercial Drivers License?		X

	Never	Occas.	Freq.	Contin.
	0% of time	1-35% of time	36-65% of time	66-100% of time

ENDURANCE				
Sit				X
Stationary / Stand			X	
Move / Traverse		X		

WORK WITH OR EXPOSURE TO THE FOLLOWING				
Machinery*	X			
Electrical*	X			
Power Tools*	X			
Hand Tools*	X			
Personal Protective Equipment*	X			
Fumes	X			
Computer Software				X
Chemicals	X			

ENVIRONMENT				
Indoors				X
Outdoors		X		
Working in or around water	X			
Extreme Heat	X			
Extreme Cold	X			
Office Setting				X
Confined Spaces	X			
Excessive Noise**	X			
Heights	X			
Sewage Exposure	X			
Bodily Fluid Exposure	X			

VISION REQUIREMENTS	YES	NO
<b>Close</b> (clear vision at 20 inches or less)	X	
<b>Distance</b> (clear vision at 20 feet or more)	X	
<b>Color</b> (ability to identify and distinguish colors)	X	
<b>Depth Perception</b> (three-dimensional vision, ability to judge distances and spatial relationships)		X
<b>Peripheral</b> (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)		X
<b>Ability to adjust focus</b> (ability to adjust the eye to bring an object into sharp focus)		X
<b>No Special Vision Requirements</b>	X	

Maximum LIFT / CARRY	Lift	Carry
5-25lbs	X	X
26-50lbs		
51-75lbs		
76-100lbs		

Maximum PUSH / PULL	Push	Pull
5-25lbs		
26-50lbs		
51-75lbs		
76-100lbs		

MOVEMENT	YES	NO
Bend / Stoop / Twist		X
Crouch / Squat		X
Kneel / Crawl		X
Above Shoulder Level	X	
Below Shoulder Level	X	
Repetitive Arm Use	X	
Repetitive Wrist Use	X	
Repetitive Hand Use	X	
Climb Stairs / Ladders		X
Neck Range of Motion		X
Traverse Uneven Surface		X
Traverse Even Surface	X	

ADDITIONAL CONSIDERATIONS:
- May require working extended hours.
- May work alone for extended periods of time.

*DEFINITIONS/EXAMPLES
<b>Machinery:</b> bucket truck, riding mowers, backhoe etc.
<b>Electrical:</b> wiring, outlets, fuses etc.
<b>Power Tools:</b> push mowers, jackhammers, drills, chainsaw etc.
<b>Hand Tools:</b> hammers, wrenches, shovels, wheel barrels, saws etc.
<b>Personal Protective Equipment:</b> respirators, Tyvek coveralls, hard hats, fall protection harness etc.

**\*\* Hearing test is required**