



## **BAXTER ARTS CENTRE, PROGRAM MANAGER**

**TITLE: PROGRAM MANAGER**

**REPORTS TO: BAXTER ARTS CENTRE BOARD OF DIRECTORS**

### **GENERAL DESCRIPTION:**

The Program Manager will work with the Board of Directors and the Centre's program coordinators in developing and delivering activities, workshops and events that serve to stimulate and increase the public's understanding and appreciation of the arts.

### **DUTIES REQUIRED FOR THIS POSITION:**

#### TIMELINES - COURSE DESCRIPTIONS AND PROGRAM DETAILS

- A proposed schedule of events, workshops and other arts-related programming is to be prepared for each of the Centre's three seasons:
  - Fall - the months of September through to the end of December;
  - Winter - the months of January through to the end of April; and,
  - Spring/Summer - the months of May through to the end of August.
- The program content for each season will be developed by the Program Manager working in concert with the various coordinators responsible for children's, adult's and community programs, those individuals responsible for special events and the renters who offer programs at the Baxter Arts Centre (see the attached "Program Responsibility Chart" for how these positions interrelate);
- A general timeline for each of the three seasons is outlined in the attached chart (see "Seasonal Program Milestones");
- The final proposed program for each season is to be reviewed by the Board and then passed to the Publicity and Marketing group, which will develop a print, electronic and social media campaign to broadcast the programs throughout the County and adjacent areas; and,
- The deadlines for presentation of the seasonal programs to the Board are:
  - Fall program - 15 July;
  - Winter program - 15 November; and,
  - Spring/Summer program - 15 March;
- Deadlines for the launch of the marketing campaigns for the seasonal programs are:
  - Fall program – 1 August;
  - Winter program – 1 December; and,
  - Spring/Summer program – 1 April;

#### COORDINATION OF PROGRAM DELIVERY

- To ensure the various responsibilities associated with the delivery of programs are well coordinated, and to ensure there is solid, strong communication among those delivering the programs, evaluation meetings are to be held in the Fall, Winter and Spring/Summer to review the previous season's experience in delivering and promoting the Centre's programs and to decide on improvements or fixes that may be needed in the forthcoming months;
- The Program Manager is responsible for organizing and leading the seasonal evaluation meetings;
- Minutes of the evaluation meetings are to be kept with action items clearly noted and distributed shortly after the meeting to those who attended as well as others who responsibilities may be effected, and to the Board; and,
- The Program Manager is to follow up periodically with those responsible for the action items to ensure the needed improvements are made.

#### ARTS ADVISORY COMMITTEE

- The Program Manager is a member of the Arts Advisory Committee, which is comprised of local artists and individuals with an interest in the arts and arts education;
- The Arts Advisory Committee is to meet at least once a year at the call of the Centre's Artistic Director;
- The purpose of the Arts Advisory Committee is to provide guidance and advice with respect to the mandate of the Centre and to provide a thoughtful sounding board for the Centre including:
  - identifying programming needs and opportunities in the community;
  - reviewing existing programs to ensure they meet the needs of the community;
  - providing a forum for ideas and discussion.

#### BOARD OF DIRECTORS

- The Program Manager is to attend the monthly meetings of the Board of Directors and report on matters relating to programming, preferably in a brief written report that is to be distributed to the Board at least five days in advance of the Board meeting;

#### CORRESPONDENCE

- The Program Manager will respond to emails and other enquiries relating to programming at the Baxter Arts Centre and, where requested, will assist individuals and artists in developing their programs that are proposed to be offered at the Baxter Arts Centre.

#### UNIVERSE

- The Baxter Arts Centre uses the Universe ticketing system to manage the programs sponsored by the Centre;
- The Program Manager will monitor the registrations of the various programs on Universe:
  - To determine, in consultation with the instructor, if there is a sufficient number of registrations for the program to proceed;

- To determine if the Publicity and Marketing group should be requested to boost the promotion of a program through additional advertising or an enhanced social media campaign; and,
- To assist the program instructor by providing information collected by Universe such as the name and email of the individuals registered for a workshop or by sending out group emails to the registrants as requested and prepared by the instructor.

#### **QUALIFICATIONS:**

- Graduation from a post-secondary educational institution with a degree in arts or arts administration or the equivalent experience.
- At least two years of arts administration experience or comparable.
- Highly motivated and able to work independently.
- Exhibit initiative, responsibility, and flexibility.
- Familiarity with the arts scene in Prince Edward County and its key players.
- Computer literate in Word and Excel

***Please note that a recent clear Canadian Criminal Records check is a requirement for this Position.***

#### **HOURS OF WORK & REMUNERATION**

- The Program Manager will have three periods during the year where the work is intense and focused. These periods correspond with the preparation of the seasonal programs.
- It is anticipated that the Program Manager will require in the order of 50 hours of concentrated work over a two-three week period to compile the information necessary to prepare each of the three seasonal programs.
- The number of hours to be worked during each seasonal period will be compensated at the rate of \$30/hour up to a maximum of 50 hours or \$1,500.
- The total compensation each year for the preparation of three seasonal programs is 3 x \$1,500 = \$4,500.
- In addition to the preparation of the three seasonal programs and the coordination of the delivery of the Centre's programs, the Program Manager has other duties including the attendance at Board meetings, responding to emails and other inquiries relating to the programming at the Baxter Arts Centre and assisting individuals and artists in developing programs proposed to be offered at the Baxter Arts Centre.
- It is estimated that the Program Manager will require 100 hours spread out over the course of a year to fulfill these additional duties relating to the overall coordination of program delivery.
- The hours expended by the Program Manager in fulfilling these additional duties will be compensated at the rate of \$30/hour up to a maximum of 100 hours or \$3,000.
- The total annual compensation for the Program Manager will be \$7,500.
- The Program Manager will be retained as an independent contractor and not as an employee of the Baxter Arts Centre. Compensation for travel is not provided.
- At the end of each month the Program Manager will invoice the Baxter Arts Centre

for the time expended in the previous month. The invoice is to list the tasks undertaken in the past month, the hours expended on each and the total amount invoiced. The invoice should also provide a running total of the amounts invoiced by the Program Manager for the calendar year.



