

EXECUTIVE DIRECTOR JACKSON THEATRE

GENERAL DESCRIPTION: In this leadership role, the position performs work to develop highly impactful on-going program of activities, shows, events, films, and performances that attracts people into Jonesborough; enhancing the quality of life of Jonesborough area residents and visitors, while ensuring the financial and economic stability of Jonesborough. The position requires the ability to work with a degree of independence and is under the direct supervision of the Town Administrator.

ESSENTIAL FUNCTIONS OF THE JOB:

- Develops a business plan for the Jackson Theatre and Stage Door building that includes involvement of the Jonesborough Repertory Theatre (JRT) and submits plan for review by the Town Administrator, The Board of Mayor and Aldermen, and any other Advisory Board or supervisory staff.
- Demonstrates knowledge and experience in booking, scheduling and contracting acts, performances, traveling shows, etc., that are appropriate for the Jackson Theatre.
- Develops a working knowledge with the services associated with the showing of independent films and special film presentations, their guidelines and cost.
- Develops an on-going regular schedule of film showings projected to be at least two days a week, and establishes a ticket fee rate breakdown that covers the expense of the film-showing operation, including labor and expense.
- Develops guidelines for the operation of the Jackson Theatre and Stage Door building to be presented to and approved by the Board of Mayor and Alderman, including, but not limited to:
 1. Hours of operation
 2. Rental rates, additional options and charges, user requirements and expectations
 3. Prohibited activities
 4. Emergency and security measures, including lock-up
 5. Regulation of lighting and heating/cooling efficiencies
 6. Employee/volunteer job duties, appearance, and behavior
 7. Rental, user activity promotions and marketing
- Develops, in coordination with the Town Administrator, policies associated with the non-compensated use of spaces within the facility, establishing any priorities with users, and creates a scheduling calendar of dates to be utilized in scheduling required personnel
- Oversees the management of all employees and volunteers involved with the operation of the facility pursuant to the personnel policy of the Town of Jonesborough
- Responsible for the care and maintenance of both the Jackson Theatre building and the Stage Door building to include scheduling cleaning, maintenance, and the provision of supplies needed for the daily operation
- Develops a volunteer recruitment plan with the intent of attracting volunteers to help carry out the activities of personnel need to effectively operate the Jackson/Stage Door facility.
- Trains staff and volunteers to carry out the manpower duties necessary for the effective and efficient operation of the facility
- Attends meetings of the JRT Board of Directors as a representative of the Town to help ensure mutual and effective communication and understanding

- Sets annual goals and objectives for the operation and improvements needed with the facility, and provides justification for recommended improvements
- Develops strategies for accomplishing goals and objectives associated with the Theatre program
- Assists in the development of an annual budget for the operation of the facility, and makes presentations, when necessary, regarding the financial operation, and the needs of the facility
- Upon approval, selects and maintains a point-of-sale and ticketing system that keeps efficient and accurate financial records of concession operations, rentals, and ticketing sales
- Maintains accurate financial records of the facility operations as required by the Town Administrator and/or the Town Finance Director
- Effectively carries out the expectations of the Town for quality financial management and reviews monthly financial reports for accuracy
- Provides monthly reports as required to the Town Administrator, Town Finance Director, and the Board of Mayor and Alderman
- Works closely and regularly with Town programs and marketing staff, as well as other organizations undertaking events and activities in town, to coordinate the activities of the Jackson facilities with other events as scheduled
- Meets regularly with marketing staff to develop and implement a quality marketing plan advertising the activities undertaken in the Jackson facilities
- Oversees the operation of the concessions within the Stage Door; (1) ensuring that supplies are ordered, available and properly stored, and the equipment is properly cleaned and maintained; (2) the areas are properly staffed; and (3) any additional revenue generating food or beverage components of the facilities are kept in good condition and operated in a quality manner, and that the food service operation of the facilities is financially successful
- Assists in establishing an aesthetically pleasing and highly functional reception area on the second floor of the Stage Door and mezzanine of the Jackson Theatre, and develops an effective marketing and operational plan for rentals such as receptions, meetings, celebrations, etc.
- Works with caterers and other event-oriented companies to develop a listing of resources available to users and/or renters of the facilities
- Works with other Town departments, providing facility support and staff support to help carryout other Town programming, including the use of technical staff expertise
- Assists in developing any needed oversight, and support to establish an advisory board or committee associated with the operation of the Jackson facilities, and provides on-going staff support and communications for any such organization established under authority of the Jonesborough Board of Mayor and Alderman, including preparing for and attending meetings
- Develops a comprehensive fund-raising plan for the Jackson facility, and participates as needed in implementing the plan and seeking contributions, advertising support, and fundraising activities and events
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: Must demonstrate effective program coordination and supervisory skills; effective written, verbal, and interpersonal communications skills. Must have proficient IT skills including financial, point of sale, ticketing, and scheduling programs. Must demonstrate the ability to multi-task, handle busy workloads, and manage

priorities. Must possess the ability to operate with a flexible schedule that typically allows proper oversight of scheduled use of the facilities within a normal 40-hour work week. Must demonstrate self-confidence in asking for program support through donations, contributions, advertisements, and other fundraising activities.

ACCEPTABLE EXPERIENCE AND TRAINING: Bachelor's Degree, and two or more years of leadership experience, with a broad base of knowledge and skills in leadership, and management of arts organizations; community Theatre experience preferred.

Graduation from an accredited college or university with a degree in business management, marketing or related field, with an equivalent combination of five [5] years of minimum experience, or any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

OTHER REQUISITES: From time to time the incumbent may be assigned special duties by a superior or, on a temporary basis, may be asked to assist other employees occupying a different position. Employee in this class may be required to work overtime, weekends, holidays, and may be in an on-call status from time to time. This job description should not be construed as an all-inclusive statement of every task required of this position, but as a fair representation of the great majority of the work. Every effort will be made in advance to inform the incumbent of the temporary additional assignment, which under no circumstances are intended to constitute a demotion.

ADA REQUIREMENTS:

Physical Requirements: Task involves some physical effort, i.e., some standing and walking, or frequent light lifting (5-10 lb.); manual dexterity required in the use of fingers, limbs, or body for the efficient use of office equipment such as keyboards, facsimile machines, etc.; Task may involve sitting for extended periods of time while at work station, keyboard, or desk.

Environmental Requirements: Task is regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Sensory Requirements: Task requires sound perception and discrimination. Task requires visual perception and discrimination. Task requires oral communications ability.

Reasonable Accommodation(s): Reasonable accommodation(s) if needed will be provided for the employee to perform the required job with adequate strength, dexterity, coordination and visual acuity and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

Classification: 20
Exempt
October 20, 2023