ASHEVILLE, NORTH CAROLINA

Classification Specification

Manager, Booking
Job Code: 8505
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to recruit, plan, schedule, and manage live performances and events at the City's civic center.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Recruits performances and events and promotes the civic center: builds relationships with potential clients and corporate sponsors; recruits national level concerts, festivals and other events; represents City's interests when identifying and recruiting events; coordinates and develops proposals and plans itineraries for prospective industry representatives and corporate sponsors; conducts site tours; prepares and provides information materials; and maintains communication and coordinates with a variety of local, regional, or national agencies, businesses, promoters, and clients.

Plans and delivers diverse, full program of theatre, comedy, music, and other live performances: assesses and identifies entertainment preferences of users and audiences; coordinates with performers, theater companies, directors, comedians, musicians, promoters and other partners regarding program contributions; monitors event calendar, available space and dates, pending and signed contracts, etc.; negotiates and verifies contracts,

production guidelines, and other relevant systems; books travel, hotel, catering, transportation, and other contract riders; coordinates third party service contractors, as needed.; ensures fulfillment of negotiated contracts; and provides programming expertise, advise, and direction.

Creates legal contracts: negotiates contract details, addendums, and riders, such as royalty fees, staffing payments, merchandising, box office revenues, concessions, etc.; maintains and updates contract details; ensures required payments are made; reviews and ensures event insurance requirements and certificates, including monetary aggregates; and submits negotiated contracts for approval.

Maintains and manages event calendar: monitors pending and confirmed contracts for events; evaluates size and scope of event, space requirements and staging, set-up, construction, and tear-down timing, seating formats, event clearance requirements, etc.; and publishes and communicates status of pending and confirmed contracts with event promoters, bookers, and City staff.

Processes event settlements and financial documentation: reviews negotiated settlement details; monitors revenues and expenditures for each event; prepares and submits check requests and wire transfers; enters related financial data into City accounting software; and deposits funds into appropriate accounts.

Serves as a liaison to the Civic Center Commission: attends meetings; provides information and answers questions regarding upcoming and prospective events, as well as current performing arts and venue trends.

Communicates with supervisor, other City employees, contractors, promoters, producers, performers, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, contracts, Requests for Proposal, invoices, cost projections and analysis, settlements, disbursements, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Associate degree in Business, Marketing, Event Management, or a related field required; supplemented by five years of experience in venue and event booking, contract negotiation, or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver's license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with others to coordinate the more complex programs and more complex problems associated with the responsibilities of the job. Often represents the department and/or organization when dealing with others.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.