CITY OF SANTA CRUZ
AUDITORIUM SUPERVISOR

Reports to:	**Recreation Superintendent**
Supervises:	**Civic Auditorium Assistant and Other Clerical and Custodial Classifications as Assigned**
Bargaining Unit:	**Supervisory**

BASIC FUNCTION

Under direction, coordinates and supervises the operation of the Santa Cruz Civic Auditorium, which is a multi-use auditorium with fixed and open seating, a full-service box-office, in-house concessions, and meeting rooms. The Civic Auditorium is used for cultural, commercial, community, sporting, and City-promoted events.

TYPICAL DUTIES

- Supervises and coordinates the day-to-day operation of the Civic Auditorium; oversees the auditorium computerized box-office and concessions operation; plans and supervises the maintenance and repair of auditorium facilities, grounds and equipment.
- Hires, schedules, trains and evaluates auditorium staff.
- Solicits and contracts with event promoters and sponsors, and sound and stage technicians; negotiates agreements and monitors compliance with agreements.
- Coordinates logistics with individuals and community groups for the use of the auditorium.
- Develops operational, capital outlay, and capital improvement budget recommendations; implements and monitors the adopted budget.
- Develops and implements an aggressive marketing plan to meet or exceed revenue projections.
- Supervises the collection and reporting of funds, and the maintenance of all necessary records.
- Attracts, develops and organizes City-promoted events and programs for the auditorium; evaluates the feasibility, appropriateness, and potential profitability of events; and, develops and implements promotional plans.
- Receives and responds to questions, suggestions, complaints and problems from the public; resolves problems as appropriate.
- Develops and implements operational policies and procedures, including scheduling and booking procedures for use of the facility.
- Makes recommendations on the long range development and use of the auditorium.
- Prepares press releases and promotional materials pertaining to auditorium activities.
- Establishes and maintains effective working relationships with community groups, event promoters, other local facility managers, local governmental agencies, staff and members of the public.

MINIMUM QUALIFICATIONS

Knowledge:

- Working knowledge of the principles and practices of facility operations, maintenance and scheduling.
- Working knowledge of the principles and practices of supervision.
- Working knowledge of the principles and practices of planning and promoting theatrical, recreational and cultural events.
- Working knowledge of public relations and marketing techniques.
- Working knowledge of budget development and control.

Demonstrated ability to:

- effectively organize and coordinate events and programs.
- effectively supervise and train staff.
- develop and maintain administrative procedures, records and budgets.
- prepare effective promotional materials.
- develop and implement a marketing plan for facility use.
- communicate effectively, both orally and in writing.
- prepare clear and concise written reports, proposals, agreements, and correspondence.
- establish and maintain cooperative working relationships with a wide variety of individuals and organizations.
- Willingness to work a flexible schedule, including evenings, weekends and holidays.

Education and Experience:

Any combination of education and experience that provides the skills, knowledge and abilities listed is qualifying. A typical way to obtain these qualifications would be through:

- A bachelor's degree from an accredited college or university in recreation, sociology, business or public administration, community studies or a related field; and two years of responsible administrative experience in facility management or coordination and promotion of events and programs, including one year of supervisory responsibility.

Licenses:

- Possession at time of hire and continued maintenance of a valid California driver's license and a safe driving record; or ability to provide suitable transportation that is approved by the appointing authority.

DESIRABLE QUALIFICATIONS:

- Knowledge of the operation and maintenance of theater lighting and sound systems.

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