

POSITION DESCRIPTION: GENERAL MANAGER

The General Manager works under the direction of the Executive Committee of the Board of Directors, under direct supervision of the Board President, and in collaboration with the Conductor/Artistic Director of the Symphony. The General Manager is the direct supervisor of staff including Administrative Assistant, Orchestra Personnel Manager, Operations Manager, Librarian, and other part-time employees or contracted personnel. The General Manager is expected to make recommendations to the Board regarding staffing needs, to provide reports on staff performance, and to make suggestions regarding staff compensation. The GM is also responsible for presenting draft contracts to the Board and seeking approval of purchases exceeding \$1000.

1. Budget. The General Manager...

- a) Helps to develop the annual budget with the Treasurer and the Board.
- b) Keeps track of expenditures within the budget framework.
- c) Works as necessary with the Treasurer and Bookkeeper to assure that all payables and receivables are dealt with, that all tax preparation is done, and that all government reports are submitted.
- d) Drafts and manages contracts for personnel and venues.
- e) Has authority to spend up to \$1,000 on individual items and seeks approval from the Board for expenditures greater than \$1,000.

2. Season Planning. The General Manager...

- a) Advises the Conductor/Artistic Director on funds budgeted for concert production so that the Conductor/Artistic Director can develop the season program within budget constraints.

3. Operations. The General Manager is responsible for oversight of the following duties that are carried out by performing them personally, by supervising staff, by overseeing contractors, volunteers and Board members, or by some combination of these...

- a) Orchestra setup and breakdown, oversight of event staff, volunteers and contractors, and coordination with venue staff.
- b) Rehearsal setup and breakdown, oversight of rehearsal staff, volunteers and contractors, and coordination with rehearsal staff.

4. Ticketing. The General Manager ...

- a) Has overall responsibility for all ticket sales, including on-line ticketing, telephone sales, and event ticket sales.
- b) Becomes familiar with Arts People and Mail Chimp software for ticketing.
- c) Works with ticketing coordinator and volunteer staff to assure that ticketing is done accurately and in a timely and pleasant manner.

5. Marketing. The General Manager...

- a) Co-develops with the Board Marketing Committee an annual marketing plan and manages its deployment.
- b) Writes or supervises add copy, press releases, and other written materials.

- c) Manages playbill and brochure development and distribution including ad sales, content and printing.
 - d) Oversees website design and input
 - e) Oversees graphics for printed materials and website
 - f) Oversees television and radio advertisement
6. Fund Development. The General Manager...
- a) In consultation with the Fund Development Committee, creates detailed long range and annual fundraising/development plans for board approval; engages board members in execution of the plan; reports results monthly
 - b) Coordinates outreach and communications of sponsors and donors with the Fund Development Committee of the Board, including delivery of promised benefits.
 - c) Oversees fundraising events generally conducted by the Symphony, Board members, and volunteers
7. Documentation. The General Manager...
- a) Prepares a monthly report before each Board meeting, reporting on major activities and expenditures of time.
 - b) Documents procedures, sources of information, contacts, data files, and other information to aid his/her successor to pick up the duties of General Manager at his/her departure.
8. Personnel Manager: The General Manager....
- a) Maintains an in-office file of availability forms and orchestra member contact information.
 - b) Facilitates communications between the Music Director and the Personnel Manager.
 - c) Assists in venue scheduling and negotiations, as requested
9. Contract negotiations: The General Manager ...
- a) In consultation with Music Director, negotiates annual dates and contracts with the performance and rehearsal venues for orchestra and chorus.