

Job Title: Vice President of Programming and Education

Reports To: President and CEO

Direct Reports: Programming and Rental Manager; Education and Engagement Manager (new positions; currently vacant)

Status: Regular Full-Time Exempt

Overview

The Vice President of Programming and Education is the artistic lead for The Hobby Center for the Performing Arts driving creative vision and strategy execution for programming, education and community engagement initiatives. A member of the Senior Management Team, this individual is a critical partner to the President and CEO providing leadership for development and stewardship of programming both on and off stage as well as the artistic and curatorial voice of the Hobby Center. This team member will be expected to play a leading role in the Houston arts landscape serving as creative partner to Houston-based artists and producers.

Overall, the position is responsible for developing and executing strategy to program innovative, dynamic, diverse arts and arts education experiences for Houstonians that drive participation and contribute to the overall impact of the organization as a connector and convener for the performing arts in Houston. This individual will build and deepen relationships with Houston artists and arts organization driving collaborative efforts through a lens of diversity and inclusion, supporting the overall growth and sustainability of the arts ecosystem in our region. The Vice President of Programming and Education will be a key collaborator in defining the Hobby Center and its arts impact in Houston as we move into our third decade of operation.

The core programs under management for this position include developing the nonprofit arts partner program to maximize use of Zilkha Hall, rebuilding the Discovery Series and accessibility programs, developing new educational initiatives, leading the development of new performance series, booking presented performances for Sarofim Hall and Zilkha Hall, as well as overseeing venue rental program for both ticketed and non-ticketed events.

Major Functions

Programming

- Develop and execute programming strategy with goal of complementing existing arts programming in marketplace and leveraging gaps in audience experience.
- Establish and meet annual performance goals including revenue and attendance objectives.
- Expand the Hobby Center's role as a presenter of diverse, high quality multi-disciplinary performing arts experiences.
- Manage bookings, from negotiation to settlement, for all Hobby Center presented performances including overseeing contracting process.

- Develop new subscription series beyond the Memorial Hermann Broadway at the Hobby Center series.
- Maintain key industry relationships regionally and nationally in the touring arts space.
- Evaluate barriers to performance in Zilkha Hall by Houston based arts organizations and artists; develop program that addresses challenges and works to cultivate new understanding of booking Zilkha Hall in the marketplace.
- Demonstrate creativity and innovation in developing alternative programming that leverages underutilized spaces on the Hobby Center campus.
- Oversee venue rental program to maximize space utilization.
- Provide leadership for management of master venue calendar.
- Ensure strong fiscal stewardship and financial sustainability of overall venue utilization.
- Partner with finance team on event reconciliation.
- Build understanding of technical capacities of performance spaces and be able to clearly communicate.
- Work with marketing and communications team on promotion and sales of events.
- Develop reporting on activity for management and board, and serve as a liaison as needed providing updates on programming and activity.
- Serve as a key spokesperson for the organization leading in artistic voice.

Education and Community Engagement

- Define educational focus and impact for the Hobby Center.
- Develop high impact education and community engagement programs that complements robust programming offered by arts organizations in Houston.
- Rebuild the Discovery Series serving as a driver of early performing arts experiences for Houston youth.
- Oversee all access initiatives including sensory friendly performances and performance accessibility services.
- Leverage existing programs like the Broadway Series to build educational and access programming with touring artists.

Responsibilities may be modified as needed to meet the organization's goals.

Traits and Characteristics

Team members at the Hobby Center for the Performing Arts must thrive on challenge and be comfortable working in a dynamic, fast-paced environment. Working with a nimble and efficient team requires that members bring an entrepreneurial spirit to their work, providing leadership across a broad scope of work.

- Bachelor's degree with master's preferred with a focus on an artistic discipline, arts administration or arts education.
- Seven to ten years of experience in nonprofit arts organization, or a comparable artistic environment. Specific experience working within a major performing arts center highly desirable.
- A deep commitment to the performing arts and arts education.

- Successful experience in the business of performing arts presenting, including agency relationships, contract negotiations, deal structures, performance marketing, facility rentals, and a working knowledge of technical requirements.
- Demonstrated history of leading high impact arts education initiatives and programming.
- Successful track record of management of venue booking program.
- Prior experience managing complex budgets and financial forecasts.
- Excellent communication and presentation skills (both written and verbal).
- A high degree of professionalism, confidence and flexibility that allows the incumbent to work collaboratively and effectively with clients and colleagues of diverse backgrounds.
- Excellent ability to prioritize, organize, and manage multiple competing assignments and responsibilities and communicate effectively regarding progress to deliverables.
- Values accuracy and commitment to excellence, with a keen eye for details.
- Ability to prioritize work and adjust to multiple time-sensitive demands.
- Availability to work evenings and weekends to support the successful execution of performances and events.
- Ability to implement strategy and deliver results.
- Customer service-focused approach.
- Entrepreneurial mindset.

The Hobby Center for the Performing Arts is an equal opportunity employer where equity, diversity, inclusion and accessibility are deeply valued.