

CITY OF DALY CITY
JOB SPECIFICATION
EXEMPT POSITION

CLASS DEVELOPMENT AND CULTURAL ARTS ADMINISTRATOR

DEFINITION

Under general supervision, the Class Development and Cultural Arts Administrator will serve as a vital contributor to revenue generation by managing the development, implementation and oversight of independent contractor classes, cultural arts programs, and class site usage. This position will also play a key role in coordinating cultural, community and outreach events to engage and enrich the community.

Additional responsibilities include assisting with the coordination and production of the seasonal Activity Guide, as well as overseeing marketing efforts such as the management, creation, and distribution of both physical and digital marketing materials.

The incumbent will perform other related duties as assigned.

EXAMPLES OF DUTIES

The Class Development and Cultural Arts Administrator is responsible for researching, conceptualizing, developing, and coordinating the creation and delivery of revenue-generating recreational and cultural classes and programs, including contracting with qualified independent contractors. This role involves maintaining accurate records of contracts, payments, and overseeing instructor compensation. The incumbent will also focus on maximizing the revenue potential of class sites across the City by optimizing usage and program offerings. Additionally, the position includes assisting in the supervision and production of marketing efforts, collaborating with a team to create content for digital boards, social media, and other relevant platforms. In relation to community events, the Class Development and Cultural Arts Administrator may be tasked with securing vendors, being the liaison with local performers, and providing support to other departments in the coordination and execution of events.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of marketing and promotion for recreation classes; methods and procedures for selecting and contracting with independent instructors; cultural resource management and arts program coordination; processes for planning and coordinating community events, including vendor and performer engagement; utilization of various marketing mediums, including digital and print platforms; and the design, production, and distribution of brochures and promotional materials.

JOB SPECIFICATON

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Ability to: Organize and manage independent contract instructors and classes; Interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and assist in the coordination of special events; recruit, train, and supervise marketing personnel.

Experience: Two years of full-time experience in implementing, marketing, and promoting diverse classes and programs in a service area comparable to Daly City. Preferred qualifications include two years of experience in the recreation field and event coordination.

Education: Completion of sixty (60) semester units from a college or university with specialization in Business, Marketing, Administration, Recreation or a related field. Bachelor's Degree is desirable. Two (2) additional years of full-time experience may be substituted for one (1) year or thirty (30) units of Education.

License: Possession of a valid Class C California Driver's License.

R: 2/2025