B. Arts Administrator

An arts administrator in a theatre department may serve in a variety of positions including heading the academic unit as chair and leading or managing the theatre season within the institution. They may hold the position of Artistic Director with the responsibility of conceiving, developing, and implementing artistic vision. They may teach and conduct arts administration activities such as theatre marketing, public relations, development, volunteer management and/or theatre management. In some instances, they may be responsible for the management of an arts administration program including student recruitment and curriculum development and they may actively teach and engage in the field outside of academia through professional consulting (for example, strategic planning, marketing, development) research (e.g., audience development, cultural policy, entrepreneurship), and not-for-profit board service.

When evaluating documentation in a tenure dossier, external reviewers, administrators, and the tenure and promotion committee may ask themselves whether the candidate’s tenure portfolio demonstrates the ability to teach and use their practice to explore:

**Administrative Expertise**

- Expertise in organizational structures, processes, and management in the theatre sector
- Systems and technologies used in theatre operations (for example ticketing software, CRM-customer relationship management software, and web/social media platforms and tools)
- Expert skill in human resources (for example, personnel management, including hiring and supervision)
- In-depth understanding of community engagement (including education/outreach, advocacy, volunteerism, partnerships/collaborations, and/or marketing/public relations)
- Expertise and experience in Advocacy/Policy, Contracts and Union Regulations/Negotiation, Development (fundraising), Entrepreneurship in the Arts, Event Planning, Financial Management (i.e., budgeting), House Management, Management Leadership, Marketing/Public Relations, New Media, and/or Producing.
- Training in Mental Health First Aid, Bystander Intervention, Anti-Racism, LGBTQ+ support, and DEIJE work
- Implementation of professional ethic and practice associated with theatre production and performance

**Production Expertise and Historical Context**

- Experience in producing, designing, directing, and or management (artistic, company, production, and or stage management)
- Expert knowledge of dramatic literature across the globe from classic to contemporary genres
- Expert knowledge of the history of theatrical production, especially the history of theatre spaces and management practices
- Understanding of the socio-political aspects of theatre in the present and in the past, incorporating cultural competencies and DEIJE practices into teaching and research
Collaborative Skills

- Ability to effectively work and collaborate with various artists and technicians, many of whom may be unskilled students with various levels of expertise, in a variety of professional and academic settings
- Experience in working within the theatrical creative process, exhibiting promptness, preparedness, flexibility, and a responsible attitude toward the creative work
- An understanding of ethical practices associated with the field of professional and academic theatre and performance.
- An understanding of how DEIJE is considered when selecting research projects for students
- An understanding of how DEIJE informs the recruitment of students, in cases where that is part of the candidate’s labor.
- An understanding of how DEIJE issues impact their life at the university and an ability to think about their own implicit biases

Arts administration research and creative scholarship may include theoretical research (in areas of study like cultural policy) and applied research (including areas such as directing, professional consulting, programming/curating, producing, managing theatre operations, and/or active service on the board of an arts organization or theatre company. Overall excellence from the arts administrator requires the ability to consistently integrate knowledge in the areas noted above.