



Administrative Roles in Presenting Organizations

Compiled by [Peabody LAUNCHPad](#), Updated Sep. 2018

For Peabody students interested in learning about arts administration, this resource introduces the typical administrative structure of and job types found within presenting organizations such as symphony orchestras and provides links to additional resources.

Primary Administrative Departments & Duties

Box Office: Oversees ticketing, sales, data gathering

Development: Acquires income from sources other than ticket sales (e.g. fundraisers/grants)

Education/Community Engagement: Executes community/youth programs and projects

Finance: Produces budgets, reports and forecasts; oversees all budgetary matters

Front-of-House: Manages ushers, lobby, and guest services to ensure a quality audience experience

Marketing/Communications: Oversees advertising, publications, promotions, audience development

Orchestra/General Manager: Supervises operational matters such as scheduling, rosters, rehearsals

Personnel/Human Resources: Manages employment matters, searches, hiring, reviews, benefits

Production/Operations: Organizes logistics for events; manages technical requirements and stage crew

Public Relations: Generates media coverage; addresses how an organization is viewed by the public

Senior Positions

Artistic Administrator: Curates concert seasons and schedules; may negotiate contracts

Executive Director: Manages budget, strategy & senior staff; reports to a Board of Directors

Diagram of One Non-Profit Presenter's Organizational Structure

[University Musical Society](#) at the University of Michigan

Gaining Qualifications for Arts Administration Jobs

1. **Pursue internships.** LAUNCHPad posts selected [internship vacancies](#) and [internship search tools](#).
2. **Seek entry-level employment:** LAUNCHPad lists numerous [arts administration job search tools](#).

Articles and Resources

[Australian Guide to Careers in Music – Chapter 11: Arts Administration](#), by Michael Hannan
Descriptions of job types and the requisite training they require

[Music Business vs. Arts Admin vs. Career Development vs. Music Entrepreneurship](#), by David Cutler
The differences between and characteristics of college programs in these areas