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