

Draft Job Description for City Director of Arts and Culture Position

To ensure success of the Lawrence Cultural District within the context of city-wide arts and culture entities and events, to leverage Lawrence's investment in arts and culture, and to maximize quality of life that increases economic development opportunities, the City of Lawrence should hire a City Director of Arts and Culture. The Director of Arts and Culture will market Lawrence to a regional and national audience, and help creative businesses and individuals, including the diverse Lawrence arts community, achieve a broader audience and increased economic success.

Recommended responsibilities for this position are:

1. Guide the development of a Cultural Plan, which will set goals for the City of Lawrence relating to non-profit arts and culture organizations, individual artists and collectives, creative sector businesses, and for profit arts and culture businesses.
2. Lead the further development and implementation of the vision for the Lawrence Cultural District using the final report of the Cultural District Task Force presented to the City Commission November, 2013 as a guideline.
3. Provide staff support to the Lawrence Cultural Arts Commission (LCAC). Develop evaluation and other processes and tools to assist the LCAC in its advisory role to the City Commission.
4. Develop, plan and coordinate events. Working in partnership with the private and non-profit sectors, lead and coordinate the development and operations of Final Fridays and new events, including arts events and festivals.
5. Identify and pursue ongoing funding opportunities, including tax credits, for funding the goals identified in "Recommendations for Enhancing the Lawrence Cultural District" and other priorities in the to-be-developed city-wide cultural plan.
6. Develop partnerships and build relationships with artists, creative sector businesses, local universities and school districts, and state, federal, and private sector arts and other funding organizations.

7. Develop economic development opportunities that require creative skills and generate creative jobs, including the arts, design, media, science, engineering, computer programming, humanities, and research.
8. Provide management and coordination of City of Lawrence cultural marketing, including arts and cultural tourism and the city as a home for businesses that offer primary jobs.
9. Coordinate with private-sector and non-profit groups to leverage and improve existing artistic and cultural assets and build a consistent image for the Lawrence brand. Coordinate marketing efforts between Downtown Lawrence, Inc., CVB, Chamber of Commerce, the City of Lawrence, and independent arts and culture entities.
10. Develop and maintain an online database of Lawrence cultural, creative, and other facilities, tools, and other assets available for creative industries and individuals, including artists. This catalog also will provide a resource for city personnel to identify gaps and avoid duplication of assets.
11. Work with the private sector and funding agencies to develop support for artists.