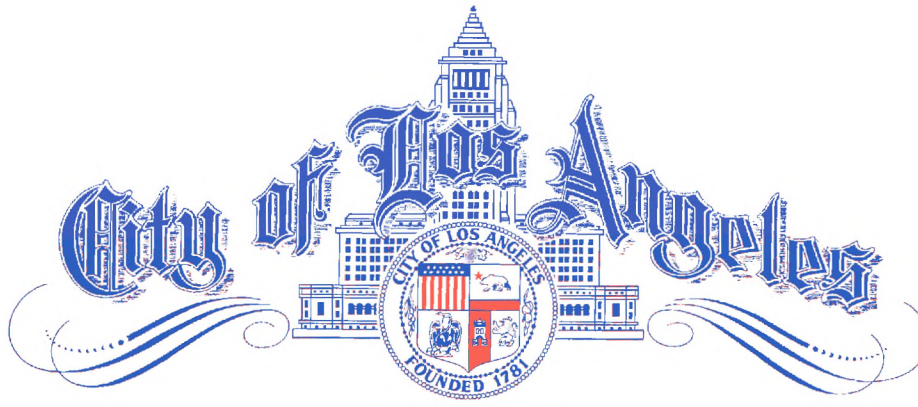




ERIC GARCETTI
MAYOR

MEMORANDUM

To: The Honorable Members of the City Council
C/o City Clerk

From: Eric Garcetti, Mayor *EG*

Subject: **EXEMPTION OF ARTS MANAGER I AND SENIOR PROJECT COORDINATOR**

Date: September 29, 2015

The Department of Cultural Affairs requested exemptions for an Arts Manager I and a Senior Project Coordinator, pursuant to Charter Section 1001 (b), for the employment of persons "to provide management services or render professional, scientific or expert services of an exceptional character." The Charter allows for a maximum of 200 exempt positions under Section 1001(b). Currently, there are 156 approved exemptions, with four pending requests. Approval of these requests will increase the count.

The Arts Manager I will serve as Cultural Affairs' Digital Communications Manager working in the Marketing and Development Division to provide digital media support. The position will be primarily responsible for designing and implementing the Department's social media/digital marketing strategy, creating relevant website and social media content, coordinating online updates, managing the website and social media channels, engaging community members' participation, and creating a unique digital voice for the Department.

The requirements for the Arts Manager I position are: three years of full-time paid experience as a program administrator or director of an organization responsible for supervising a staff and for coordinating, developing, and implementing fine arts, digital media arts, visual arts, folk arts, performing arts, or cultural activities and programs; programs and activities involving public art and/or community arts; grant writing,

fundraising, public relations, and/or marketing campaigns for arts, cultural, or educational institutions or programs/activities **or** a bachelor's degree from an accredited four-year college or university in art history, art administration, architecture, business administration, cultural studies, historic preservation, marketing, communications, English, nonprofit management, public art, or various artistic disciplines such as music, theater, dance, film, design, digital or new media, fine arts, literature, or folk and traditional arts; **and** two years of full-time paid experience coordinating a program which involve the activities described previously in this paragraph; **or** a master's degree or artist diploma or artist certificate from a recognized conservatory, college or university in art history, arts administration, architecture, business administration, cultural studies, historic preservation, marketing, communications, English, nonprofit management, public art, or various artistic disciplines such as music, theater, dance, film, design, digital or new media, fine arts, literature, or folk and traditional arts; and one year of full-time paid experience coordinating a program which involves the activities described previously in this paragraph.

According to Cultural Affairs, the Arts Manager position requires a candidate with a robust background in arts and culture as well as experience in digital media marketing to enhance the Department's current communications and marketing efforts. While the Arts Manager position is a Civil Service classification for which examinations have been given in the past, Cultural Affairs believes it will be difficult to attract the best qualified candidates with respect to the technical aspects of the job duties without considering outside of the current eligible list. Cultural Affairs would like to open this position to outside candidates as well as to candidates currently on the Arts Manager eligible list.

The Senior Project Coordinator position will serve as Cultural Affairs' new Digital Strategist and will lead and facilitate the implementation of digital service delivery projects and will direct technical digital literacy training initiatives. The position will also serve as the Chief Sustainability Officer, responsible for developing, tracking and implementing initiatives included in the *pLAN*. The requirements for the Senior Project Coordinator position are a master's degree with concentrations in digital humanities, technology studies, digital marketing, communications, journalism, or an artistic discipline. A PhD in a related field is preferred. Three to five years of experience, including digital strategy and research, is also required and a background in arts and culture is highly desirable.

The exemptions of these positions will allow the Department the flexibility to recruit and select the best qualified candidates who possess the necessary experience and expertise for the positions. The duties and requirements as described are appropriate to the classes of Arts Manager I and Senior Project Coordinator.

Based on my review of Cultural Affairs' request, as well as the review of the Personnel Department, I hereby approve the request for the exemption of this position and transmit my action to the City Council, pursuant to City Charter Section 1001(b)(1).

EG:ms

cc:

Danielle Brazell, Department of Cultural Affairs
Ana Guerrero, Office of the Mayor
Pamela Finley, Office of the Mayor
Miguel Santana, City Administrative Officer
Wendy Macy, Personnel Department