



Music Director

Positions and Responsibilities for Blue Devil Productions

Position Summary

The Music Director shall coordinate the selection, contracting, promotion, day-of-show production, and evaluation of Blue Devil Productions events. Blue Devil Productions music series includes events such as regional, national and independent musical acts.

Detailed Description

- Work with production board and members to evaluate surveys and event attendance records to determine audience likes and dislikes in the area of the Blue Devil Productions music series
- Work with agencies and artists directly to book entertainment. Negotiate dates, terms, and fees with possible acts for the music series
- Consult with marketing directors to develop on and off-campus promotional plans for each Blue Devil Productions music event
- Meet with Art Director to discuss promotional graphic design ideas and provide necessary logo/photo artwork
- Meet with the Multimedia Director to establish event-related website content (press releases, media clips, web links), as well as posting deadlines
- Meet with the Blue Devil Productions advisor to receive meal tickets for each artist before the day-of-show
- Ability to fill out
- Consult with the programming board and volunteer members to determine staffing needs for each event by providing a sign up sheet for the event week-of
- Do ALL advance work related to the production of the show: press release, room reservations, hospitality orders, hotel reservations, technical requirements (Event Technology Crew), security, etc.
- Implement promotional plan and day-of-show work schedule, hosting artist, etc.
- Submit and adhere to a schedule of no less than 5 weekly office hours, held in the Blue Devil Productions office

Beneficial Knowledge to Position

- Ability to develop relationships with persons outside of Blue Devil Productions
- Ability to interpret, and knowledge of, regional, national and local music trends
- Decision-making and problem-solving skills to communicate with supervisors, peers, and subordinates
- Negotiation and professional communication skills when speaking with agents and clients
- Ability to perform administrative duties
- Knowledge of Microsoft Xcel to manage Blue Devil Productions Music budget