

## **ESSENTIAL QUALITIES/SKILLS OF ARTS MANAGERS**

### **1. FINANCIAL MANAGEMENT**

The arts manager must have the financial skills necessary for running a building or company including budgeting; planning; fundraising and the presentation of accounts.

### **2. ORGANISATIONAL ABILITY**

The ability to plan, schedule and control both their own work and the work of other employees. This includes being able to deal with large volumes of paperwork, and being able to juggle all the demands that are made on their time.

### **3. RESOURCE MANAGEMENT**

Being able to use all their resources (money/staff/equipment/space) in the most efficient and effective way possible.

### **4. MANAGEMENT PLANNING SKILLS**

To have the management skills that are necessary for short term and long term strategic planning.

### **5. KNOWLEDGE OF MARKETING ISSUES**

Including market research; targeting audiences; public relations; marketing planning; copywriting; customer care; the use and development of print material.

### **6. PROBLEM ANALYSIS**

The ability to analyse, assemble, sort, balance and evaluate the basic factors of problem situations of differing degrees of complexity, urgency and importance.

### **7. UNDERSTANDING OF CULTURAL POLICY ISSUES**

A broad knowledge of the arts sector and cultural policy issues that affect it is essential.

### **8. JUDGEMENT**

The ability to make high quality decisions and to reach logical conclusions based on available information. Also the ability to evaluate both their decisions and those of others.

### **9. DECISIVENESS**

The ability to recognise when a decision is needed and to act quickly.

### **10. ARTISTIC VALUES**

Possess a well-reasoned philosophy towards the arts. Have an emotional commitment to facilitating artistic excellence.

### **11. EXCELLENT COMMUNICATION SKILLS**

Highly developed communication skills are essential including:

- a) The ability to express ideas clearly in writing

- b) The ability to write in an appropriate manner for different groups including colleagues, funders, sponsors, board members, audiences, other external agencies.
- c) The ability to make clear and effective oral presentations.
- d) Ability to Network.

## **12. INTER-PERSONAL SKILLS**

Team Leadership Skills including:

- 1) Ability to recognise when staff need direction in order to maintain motivation
- 2) Ability to gain the respect and trust of people within their team
- 3) Ability to get others involved in problem solving
- 4) Ability to develop cohesive teams comprised of staff and/or artists
- 5) Sensitivity to perceive the needs, concerns and personal problems of others
- 6) Skill in resolving conflicts
- 7) Knowing what information to communicate and when
- 8) Tact in dealing with persons from different backgrounds

## **13. PERSONAL ATTITUDE / MOTIVATION**

A desire to be doing what you are doing. Need to know that work is important to their personal satisfaction and that you are motivated to achieve in all activities you undertake. A willingness to perform both menial and extraordinary tasks and the wisdom to know that both are essential parts of the job. Also the ability to be self-evaluating.

## **14. STRESS TOLERANCE**

The ability to perform under pressure and to think on one's feet. To be able to cope when things feel as though they are getting on top of you. Having good health and stamina.

## **15. IT SKILLS**

Knowledge of a wide range of computer systems and programmes and their benefits to their organisation.

## **16. LEGAL KNOWLEDGE**

Possess a strong knowledge of legal issues that affect the arts including contracts; health & safety; employment issues; copyright; company law; equal opportunities; Disability Discrimination Act.

## **17. CREATIVITY**

To be able to have original thoughts and imagination; to be able to think laterally; to have a breadth of vision and to have good interpretative skills.

## **18. A WIDE RANGE OF INTERESTS**

The ability to discuss a wide variety of subjects – artistic, political, current affairs, economic etc. Also the desire to participate actively in events.