



**Vice President of Programming and General Manager  
Position Description**

**I. TITLE: Vice President of Programming and General Manager**

**FLSA:** Exempt

**II. ORGANIZATION AND POSITION SUMMARY:**

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy. Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Meeting each phase by our completion goals is ambitious and requires support from the entire community. Phase 1 opened in August of 2021 and includes Waterloo Park and the Moody Amphitheater. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

Live Nation Entertainment is the world's leading live entertainment company, comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. Ticketmaster is the global leader in event ticketing with over 500 million tickets sold annually and more than 12,000 clients worldwide. Live Nation Concerts is the largest provider of live entertainment in the world promoting more than 30,000 shows and 95+ festivals annually for nearly 4,000 artists in over 40 countries. These businesses allow Live Nation Media & Sponsorship to create strategic music marketing programs that connect over 900 brands with the 86 million fans that attend Live Nation Entertainment events each year.

Waterloo Greenway and Live Nation are seeking a VP of Programming and General Manager to oversee all management and business operations for the Moody Amphitheater at Waterloo Park, ensuring the venue and all related matters operate at the highest standards of Waterloo Greenway and within the scope of Live Nation standards, policies and procedures. The VP of Programming and General Manager will be an employee of the Waterloo Greenway Conservancy, reporting to the CEO, and will work closely with and in collaboration with Live Nation and its contractors who operate within the venue.





### III. ESSENTIAL FUNCTIONS:

- Establish and maintain high standards of customer service for staff, customers and vendors
- Identify and maximize revenue drivers while optimizing the overall guest and artist experience
- Collaborate with Marketing, Premium Seat Sales, Food and Beverage team, and Sponsorship to create innovative offerings that drive incremental revenue growth, fan and partner engagement, and profitability
- Ongoing coordination with Executive Management on security standards & protocols to ensure effective implementation of basic venue security standards at all times
- Manage overall expenses of concerts to maximize profits while protecting the guest and artist experience
- Manage relationship with the city, as needed
- Oversee food and beverage and merchandise performance and strategies (point of sale ratio, variety, etc.)
- Hires, trains and schedules full and part-time employees, and work closely with all subcontractors and/or third-party vendors
- Promote, establish, and oversee the operations associated with rental events, special events, and community programming in the venue, in collaboration with Waterloo Greenway staff
- Works closely with Live Nation promoters and operations and provides direction on standards and compliance
- Coordinates and facilitates event set-up with operations
- Performs and executes successful settlement of events
- Performs and executes timely Flash Reports after events
- Forecasts in ROME, operational and production expenses, as well as ancillary revenue streams
- Coordinates day of event activities and matters
- Excellent working knowledge of Health & Safety
- Implements and complies with the companies' audit procedures
- Ensures that employees' performance is monitored and reviewed accordingly
- Management of employee attendance records, for all employees
- Any other reasonable duties as required by the executive management
- Work closely with key civic governmental departments, as well as interaction with the community in general
- Day to day management of all venue vendors/subcontractors – HVAC, Plumbing, Electrical, Landscaping, Cleaning, Security, Trash/Recycling





- Responsible for meeting staffing levels and budget targets for each event
- Generate Operations costs flash report following each event
- Work with all other departments to help fulfill needed requirements
- Advance each show with tour security directors and fulfill tour security requirements
- On site for each event prior to load in and until load out
- Other duties as assigned
- This position typically supervises several exempt and non-exempt positions

#### **IV. PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

The work environment consists of an office, along with the facility building structures and grounds. The amphitheater facility work week can be a seven-day week with Saturdays, Sundays, and holidays given off, as the work and concert schedule permits.

#### **V. EDUCATION AND EXPERIENCE:**

- Ten to fifteen years of comparable business management work experience including previous supervisory role
- Bachelor's degree in business management or related field and/or experience in lieu of degree
- Exceptional organizational, strategic, and accurate multi-tasking skills
- Excellent judgment, initiative, integrity and ability to prioritize a heavy workload, at times working under pressure and deadlines

#### **VI. COMPENSATION:**

Competitive compensation of \$125,000 commensurate with experience. Full health, vision, and dental benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

#### **VII. TO APPLY:**

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to [jobs@waterloogreenway.org](mailto:jobs@waterloogreenway.org).

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.





#### EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway and Live Nation Entertainment strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

#### HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

