

Each area covers a number of operational activities carried out in the normal course of conducting the corporation's business, including but not limited to the examples given below. Some activities may overlap between multiple operational areas. This list is subject to continuous revision to meet AMC's needs.

Marketing and Sales.

- a) Creation and distribution of a marketing strategy and plan
- b) Creation and distribution of marketing content and collateral
- c) Distributing content for electronic and print channels (website, newsletter, social media, print)
- d) Advertising sales (Season Program, Website, etc.)
- e) Ticket and merchandise sales (online and box office)

Development.

- a) Grant Management (identifying opportunities, creating applications, etc.)
- b) Donor Relationship Management (including use and management of DRM software)
- c) Fundraising Activities, including:
 - Large Donations (Sponsorships, corporate gifts, or individual gifts and bequests of \$1,000 or more)
 - Small Donations (Supporting memberships, fundraisers, crowdfunding projects)
 - Contracted services engagements with outside entities wanting the corporation's services

Artistic Administration.

- a) Season Programming (All products and collaborations)
- b) Senior Positions (Music Director, Collaborative Pianist, Music Librarian) engagement and liaison
- c) Staff Positions (Section Leader, Featured Artist) engagement and liaison
- d) Music library management

Production Management.

- a) Season Production Management tasks (Marketing, Logistics, Artist Management, etc.)
- b) Event-Specific Production Management tasks

Technology Administration.

- a) Web Site and Email Administration (arizonamasterworks.com)
- b) Technical Resources Management (software and technology tools administration)
- c) Social Media Administration (Facebook, Twitter, YouTube, etc.)

Finance and Accounting.

- a) Financial Management, Budget Creation, Cash Flow and Expense-to-Budget Tracking
- b) Tax Management (Donor Acknowledgement, Sales Tax, IRS Forms W-9 and 990)
- c) Banking and Payment Account Management

Outreach and Collaboration Management.

- a) Development and liaison with educational and community partners and organizations
- b) Scheduling and management of outreach events involving AMC personnel and partner organizations.
- c) Preparation of materials used in outreach events, including programs, study guides, Web content, etc.