

# Agile Live Music Destination Program Manager

## Why this role matters: An Agile Epic & Key Stories

At **GGCTA**, we're not just promoting a scene; we're actively building it, piece by vibrant piece. This role isn't just about managing tasks; it's about being the architect of a new identity for Greensboro.

**Epic:** As a music lover, a local business owner, or a city leader, I need a consistently vibrant, geographically concentrated, and widely recognized live music destination in Greensboro, so that our community thrives economically and culturally, and visitors experience an unforgettable, authentic music journey.

## Here are some of the stories you'd help us write and deliver:

- **Story:** "As a downtown visitor, I need to easily find a diverse lineup of live music events every Friday and Saturday in a walkable district, so I can immerse myself in Greensboro's vibrant night life without a car."
- **Story:** "As a local emerging artist, I need clear pathways to perform and develop my career in Greensboro's growing live music scene, so I see it as a viable launchpad for my talent."
- **Story:** "As a venue owner, I need clear incentives and support from GGCTA, so I can consistently feature emerging artists and contribute to the density of the Live Music District."
- **Story:** "As a city official or investor, I need a cohesive plan for the Live Music District, so I can confidently support zoning, infrastructure, and development efforts that attract new music establishments."
- **Story:** "As a GGCTA team member, I need a streamlined way to track program progress and collaborate with stakeholders, so we can adapt quickly and celebrate our shared successes in building the live music destination."

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**Job Title:** Agile Live Music Destination Program Manager

**Department:** Marketing & Product

**Reports To:** Chief Marketing Officer (CMO)

**Location:** Greensboro, NC

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### Job Summary:

The **Live Music Destination Program Manager, Agile**, is a critical leader responsible for the strategic **program and project management** of Greensboro's live music ecosystem. This role is about getting a complex initiative moving forward by aligning a disparate group of stakeholders—including community organizations, local businesses, elected officials, government workers, safety officers, and investors. The Manager will drive the development of a defragmented, consistent live music experience in a contiguous geography within downtown Greensboro, while also integrating the live music experience in other county locations and venues. Operating within an agile framework, this role demands a consummate planner and organizer capable of speaking with both authority and vision, finding consensus, and breaking down barriers, always prioritizing progress over perfection.

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### Key Responsibilities:

- **Strategic Program Management & Cross-Functional Alignment:**
  - Lead the comprehensive program management for developing Greensboro as a premier emerging live music destination, directly supporting **Objective 2 (Establish Greensboro as the Premier Emerging Live Music City of the Southeast)**.
  - Drive efforts to ensure a defragmented, consistent live music experience is available every Friday and Saturday (at least) in a centralized downtown music district.
  - Strategically align and mobilize diverse stakeholders from across the community, government, and private sectors to achieve program milestones and overcome barriers.
  - Identify specific tourism product development needs and opportunities related to the live music scene that could be supported by funding initiatives, contributing to **Objective 3 (Secure Sustainable Funding for Key Tourism Product Development)**.
- **Agile Leadership & Product Ownership:**
  - Serve as the **Product Owner** for the Live Music Destination's development initiatives, prioritizing the backlog, defining user stories, and guiding **cross-**

**functional contributors and project resources** involved in live music development.

- Actively participate in and potentially facilitate agile ceremonies (e.g., sprint planning, daily stand-ups, retrospectives) for their workstream, embodying the organization's commitment to **Objective 1 (Fully Embrace Agile Principles)**.
  - Ensure transparency of work progress, impediments, and outcomes for their programs.
  - **Direct Product Development & Execution:**
    - **Directly drive and execute efforts related to the research, planning, and implementation of live music product development initiatives.**
    - Coordinate directly with venues, artists, and city entities on specific development projects within the live music district.
  - **Community & Industry Engagement:**
    - Serve as a primary liaison between the **GGCTA**, the local music industry, and relevant community groups to foster collaboration and collective growth.
    - Work to secure venue commitments for consistent programming and support initiatives to attract emerging artists.
  - **Performance Monitoring & Reporting:**
    - Track program performance against Key Results, including district activation, consistency of programming, stakeholder commitment, and visitor engagement with the live music district.
    - Provide regular updates to the CMO and executive leadership on program status, challenges, and successes.
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#### **Qualifications:**

- **Education:** Bachelor's degree in Business Administration, Project Management, Urban Planning, City Planning, or a closely related field. Other fields will be considered based on experience and relevance.
- **Experience:**

- 5+ years of progressive experience in **program or project management**, ideally involving complex, multi-stakeholder initiatives.
- Proven track record of successfully aligning and motivating disparate groups to achieve a common, tangible outcome in a dynamic environment.
- Demonstrated ability to drive complex projects from conception through implementation, overcoming significant barriers and navigating diverse interests.
- Experience working with or strong understanding of **Agile (Scrum)** principles and practices.
- Direct experience in **product development, project coordination, or implementation** within a related field is highly desirable.
- **Skills:**
  - **Consummate project planner and organizer:** Exceptional ability to strategize, plan, execute, and monitor complex programs.
  - **Visionary Communicator:** Capable of speaking with both authority and compelling vision, inspiring buy-in and action from diverse audiences.
  - **Consensus Builder & Barrier Breaker:** Highly skilled in facilitation, negotiation, and identifying creative solutions to complex problems.
  - Strong interpersonal skills, with the ability to build rapport and trust across all levels of an organization and community.
  - Strategic thinking with an emphasis on **progress over perfection**, adapting plans and driving forward even in challenging circumstances.
  - Analytical mindset with the ability to track program performance and adapt strategies.
  - Passion for community development and the potential of a vibrant live music scene to transform a destination.

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### Why Join GGCTA as Live Music Destination Program Manager, Agile?

This is a high-impact role for a skilled program manager who thrives on complexity and community transformation. You'll be the architect of a signature initiative, directly shaping Greensboro's identity and contributing to its vibrant future. If you're passionate about

bringing a city's vision to life through strategic planning and collaborative execution, this role offers unparalleled influence and significant impact.