



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

Position Title: External Relations Manager

GENERAL INFORMATION

WPA Payroll Title: Manager

Department: External Relations (XR)

Title of Immediate Supervisor: Associate Director of External Relations

About Washington Performing Arts:

One of the most established and honored performing arts institutions in America, Washington Performing Arts continues to build upon a distinguished history of serving artists, audiences, students, and civic life. The city is truly our stage: in venues ranging from concert halls and clubs to public parks, we present a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and dance.

Washington Performing Arts nourishes communities throughout the region by partnering with local organizations and other arts institutions, staging concerts and arts activities in the neighborhoods, involving internationally known main stage performers in community programs, and presenting locally based artists to a wider audience. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through sustained residencies and educational programs. Our achievements have been recognized with a National Medal of Arts and with two Mayor's Arts Awards from the DC Government. We embark upon our next half-century with the goals of expanding our commitment to excellence and rededicating ourselves to the motto of our founder, Patrick Hayes: "Everybody in, nobody out." Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.

Organizational Diversity:

Washington Performing Arts prizes the diversity of the organization, at every level; from programmatic content to composition of its board and staff, and is continually striving to better diversify its staff.



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Diversity Statement

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity, and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Minorities, Women, Protected Veterans and Individuals with Disabilities are encouraged to apply.

POSITION INFORMATION

Position Summary/Purpose:

Under the supervision of Washington Performing Arts' Associate Director of External Relations, the External Relations Manager contributes to the External Relations Department's efforts to:

- Reach its annual earned income goal
- Enhance the public's awareness and understanding of Washington Performing Arts' institutional identity
- Increase the public's participation in Washington Performing Arts' wide range of artistic, education, and community programs.

Essential Duty #1: Writing of institutional and departmental communications

Percentage: 60%

- Write and/or edit marketing copy for a variety of promotional vehicles, including but not limited to: seasonal brochures and other direct-mailed collateral; print, broadcast, and online advertisements; organizational e-newsletters and promotional e-mails; website updates; promotional/informational video scripts; and press releases.
- Manage all of Washington Performing Arts' social media platforms (currently Facebook Twitter, Instagram), including planning of campaigns, authoring of individual posts, and interacting on a regular and timely basis with members of our online community. Report regularly on social media analytics to fellow External Relations (XR) staff. Investigate ongoing trends in social media, introducing new strategies and emerging platforms to Washington Performing Arts to continue to reach as wide a range of new and ongoing stakeholders as possible.
- Coordinate all aspects of event playbills/programs, including contracting of outside writer(s) for program notes; solicitation of artist bio copy and photographs from artists/artist management; generation of additional copy; editing/proofreading; routing for edits/approval to internal stakeholders; printing; and delivery to venues.



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**Essential Duty #2: Community/patron engagement
Percentage: 30%**

- Collaborate with XR and interdepartmental staff on outreach events designed to introduce new audiences to Washington Performing Arts and/or deepen current stakeholders' involvement in and connection to our artistic, educational, and community programming via marketing outreach events. Typical events include post-concert receptions, street fairs, and Young Professionals mixers.
- Develop, implement, and disseminate the findings of patron surveys, including brief post-concert surveys and more comprehensive annual surveys. Respond to patron queries from surveys or refer queries to appropriate colleagues for response.
- Increase participation of regional clubs, associations, affiliate groups, embassies, businesses, educational institutions, and other stakeholders in Washington Performing Arts programming. Work with such groups to further expand Washington Performing Arts grassroots marketing efforts within their extended networks.
- Oversee promotion and implementation of Gateway Student Ticket Program, a discount ticket program for students of all ages and (for students under 18 years) accompanying adults
- Manage additional discount and complimentary ticket programs for institutional stakeholders (e.g., charities, educational faculties, fellow non-profit arts professionals)

**Essential Duty #3: General External Relations support
Percentage: 10%**

- Participate actively in departmental and cross-departmental discussions, contributing creative ideas and approaches to new and ongoing projects and programs.
- Assist in developing and managing strategic marketing initiatives that promote subscriptions and single ticket sales and increase organizational visibility and brand awareness.
- Serve as an XR liaison to other departments via weekly Interdepartmental meetings and project-based task forces (as assigned)
- Assist Associate Director of External Relations with booking, creation, and submission of print, broadcast, online, and outdoor advertisements, as assigned
- Provide overall staff support to the Audience Development Committee of the Board of Directors.
- Coordinate photographers and videographers for organizational use as assigned. □
- Represent the XR Department and the organization at performances and other events, as assigned.

Supervisory Responsibility: N/A
Number of Direct Reports: N/A
Names and Functional Titles of Direct Reports: N/A



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Minimum Qualifications:

- Bachelor's Degree in Marketing, Communications, or related field with 3 years of professional experience, preferably in non-profit performing arts
- Outstanding organizational and multi-tasking skills, with proven track record of meeting deadlines

Essential Capabilities & Preferences

- Superior writing skills (two professional writing samples required as component of application packet)
- Expert-level facility and proven track record in managing organizational social media platforms
- Background in the performing arts (as practitioner, staffer, scholar, and/or enthusiast)
- Knowledge of Microsoft Office suite
- Tessitura experience a plus

Specific Conditions of Work

- General office environment
- Availability to work non-standard hours (including evenings and weekends) as needed
- Ability to work off-site (e.g, at concerts and other events) as needed
- Ability to lift 20 lbs. from time to time