



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

Position Title: Assistant Director of Communications & Creative Media

GENERAL INFORMATION

WASHINGTON PERFORMING ARTS Payroll Title: Assistant Director

Department: Communications & Creative Media

Title of Immediate Supervisor: Director of Communications & Creative Media

Salary Range: \$60,000-\$70,000 per year

Hours: Full-time, Exempt

Best Consideration Date: Friday, November 5, 2021

POSITION INFORMATION

Washington Performing Arts seeks a dynamic, creative, and collaborative communications professional to join our Communications and Creative Media team. This is an exciting role offering excellent opportunities to work with a collaborative, supportive, and passionate team while working to enrich our community with vibrant performing arts experiences!

The Assistant Director of Communications & Creative Media will have a strong pulse on the many options for connecting with the world in today's media environment—video, social media, legacy media, and more. The individual will also have rigorous attention to detail and be able to bring clarity and accountability to project management and editing (of writing, images, video, etc.). This role requires someone who has “big picture” strategic ideas on how to employ and combine media platforms in an ongoing dialogue with a wide-ranging and ever-growing community of arts lovers, practitioners, educators, and learners. If you enjoy honing and improving your ideas with deep dives into data; prioritize diversity, equity, inclusion, and access in all areas of your work life (and life in general); and finally, have a passion for the performing arts, come join our team! We offer great benefits and a fun and inclusive culture!

Position Summary/Purpose:

Under the supervision of Washington Performing Arts' Director of Communications & Creative Media (CCM), the Assistant Director of Communications & Creative Media contributes to the Communications & Creative Media Department's efforts to:

- 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
- Reach Washington Performing Arts' annual earned revenue goal



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

- Design communications/marketing/sales campaigns that are attention-getting and impactful, strategic and forward-thinking, cost-effective, resilient, and grounded in data analysis and a spirit of constant innovation and improvement

Essential Duty #1: Creative Media Management

Percentage: 40%

- **Social Media:** Oversee the institutional, seasonal, and project-based planning and implementation of Washington Performing Arts' operations across multiple social media platforms; supervise Manager of Creative Media and Mars Arts D.C. in their own social media content creation; monitor and communicate social media analytics in collaboration with the Creative Media & Analytics Manager; investigate new social media strategies and/or platforms as they emerge, and, where relevant, incorporate them into Washington Performing Arts' social media operation.
- **Website:** In collaboration with Director of CCM and other departmental staff, plan, implement and maintain all content and user experience facets of the Washington Performing Arts website. Roles include management of architectural and content updates; collaboration with Patron Services Manager, other Washington Performing Arts staff, and web consultants in season builds and launches; troubleshooting; content creation, including copywriting and photo/graphics editing; continuous monitoring of evolving web standards and emerging technologies; and liaising with other Washington Performing Arts departments/staff on evolving website needs, content, and services.
- **Bulk E-mail Communications:** Manage the scheduling, concept/content development, building, internal routing, and public dissemination of Washington Performing Arts bulk e-blasts, including the monthly e-news, pre-/post-event patron notifications and surveys, individual event and program promotions, recurring e-newsletters and onetime projects requested by other Washington Performing Arts departments, and other projects as needed.
- **Video:** Provide support for internal and external video creators, including sourcing and organizing of materials/components, contracting and implementation of closed captions, and writing/editing of lower thirds and titles.
- **Data Analysis/Interpretation:** In collaboration with the Creative Media & Analytics Manager, continuously monitor analytics of all the above media platforms/projects, providing summaries and recommendations to the Director of Communications & Creative Media and other staff.



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

Essential Duty #2: Project & Systems Management

Percentage: 30%

- **Marketing and Institutional Collateral:** Oversee the production and dissemination of all seasonal and institutional printed collateral (brochures, fliers, poster, postcards, banners, etc.) created by all Washington Performing Arts departments for promotional, fundraising, educational, informational, and other purposes. Duties include convening of internal project meetings; in-house creative and production-related consultation; management of graphic design; securing of print and fulfillment bids; and managing of printer and mailhouse relationships.
- **Advertising:** In consultation with Director of Communications & Creative Media, plan and implement booking, creation, submission, invoicing, and budgetary tracking of print, broadcast, online, and outdoor advertisements.
- **Departmental Budget:** In collaboration with Director of CCM and other department staff, build annual season and support budgets for the department; monitor and report on expenditures on an ongoing basis; forecast and report on potential budgetary needs, savings, or overruns; process departmental invoices; and maintain internal accounting records.
- **Special Projects:** As assigned by Director of CCM, serve as primary CCM liaison on major organizational projects and productions (e.g., multi-event thematic projects, brand/identity initiatives).

Essential Duty #3: Supervision of Staff & Consultants

Percentage: 10%

- Serve as co-supervisor to the following Washington Performing Arts staff position:
 - Manager of Creative Media and Mars Arts D.C. (a full-time position reporting 50% to Communications & Creative Media and 50% to Special Productions & Initiatives)
- Serve as primary staff contact for the following regular consultants for Washington Performing Arts:
 - Graphic designer
 - Program-notes writer

Essential Duty #4: General Communications & Creative Media Support

Percentage: 20%

- Participate actively in departmental and cross-departmental discussions and project teams, 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.



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

- Collaborate with other CCM staff in continuously monitoring and enhancing all departmental initiatives and operations for adherence to principles and best practices of diversity, equity, inclusion, and access
- Serve as an CCM liaison to other departments via weekly Interdepartmental meetings and project-based task forces (as assigned)
- Provide overall staff support to the Philanthropy & Patron Engagement Committee of the Board of Directors
- Represent the CCM Department and the organization at performances and other events, as assigned.

Supervisory Responsibility: Yes

Number of Direct Reports: 1 (50%-time employee within CCM Department)

Title of Direct Report: Manager of Creative Media & Mars Arts D.C.

Minimum Qualifications:

- Bachelor's Degree in Marketing, Communications, or related field with minimum 6 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

- Inspiring and results-oriented supervisor and team leader, providing direct report and fellow team members with guidance and removing obstacles as they work to achieve their own objectives
- Background in the performing arts (as practitioner, staffer, scholar, and/or enthusiast)
- Facility with major social media platforms (Facebook, Twitter, Instagram)
- Knowledge of Microsoft Office suite
- Tessitura experience a plus

Specific Conditions of Work

- General office environment (office work conducted remotely during COVID-19 pandemic)
- In-person attendance of various performance, education, and community events
- Ability to lift up to 20 lbs.
- Long hours of standing during event productions
- Adherence to all local and venue-specific COVID-19 measures when in person

COVID-19 Vaccination Requirement:

Washington Performing Arts values the safety of our employees and families, our patrons and visitors, artists and students, and the community at large. Effective October 15, 2021, all Washington Performing Arts employees must be fully vaccinated against COVID-19 as a condition of employment. The COVID-19 vaccines remain a critical tool for saving lives,



WASHINGTON PERFORMING ARTS

We make it happen

Organizational Position Description

reducing the severity of the illness in infected people, and stopping the spread of COVID-19. In support of these values, if you are selected for this job, you must be fully vaccinated against COVID-19, except when vaccination is not medically advised or violates your sincerely held religious beliefs. If you are invited to join our team, you must submit proof that you are fully vaccinated against COVID-19 to the Washington Performing Arts' HR representative, or you must request an accommodation from the HR representative. New employees must either provide proof of vaccination or be granted a medical or religious exemption before working with Washington Performing Arts. Accommodations will be granted where they permit employees to perform the essential functions of their jobs and/ or do not cause Washington Performing Arts undue hardship or pose a direct threat to the health and safety of others.

Benefits:

This position is eligible for Full-time employee benefits. Washington Performing Arts offers a generous benefits package which includes Health, Dental, Life & Long-Term Disability Insurance, 403(b) Retirement Savings plan, and paid Holiday, Vacation, Sick, and Personal time off.

How to Apply:

- Send cover letter and resume (in attachment format) to hr@washingtonperformingarts.org with position title in subject line.
- For best consideration, please send applications by **November 5, 2021.**

Please note: Applications without a cover letter will not be considered.

About Washington Performing Arts:

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with 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 deeply values its partnerships with local organizations and other arts institutions. Through events in myriad performance venues and neighborhoods, Washington Performing Arts engages international visiting artists in community programs and introduces local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the D.C. Government. We have now embarked upon our second half-century, ever-inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.

Organizational Diversity & Inclusion

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder's guiding ethos of "everybody in, nobody out." To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts' mission, because of our differences, not despite them.

Equal Employment Opportunity 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. Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.