



**WASHINGTON  
PERFORMING ARTS**

We make it happen

**Organizational Position Description**

**Position Title: Marketing and Communications Manager**

**GENERAL INFORMATION**

**WASHINGTON PERFORMING ARTS Payroll Title: Manager**

**Department: Marketing, Communications & Creative Media**

**Title of Immediate Supervisor: Director of Marketing, Communications & Creative Media**

**Salary Range: \$55,000-\$60,000 per year**

**Hours: Full-time, Exempt**

**Best Consideration Date: Friday, November 11, 2021**

**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: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, international genres, and more. Washington Performing Arts also have an ever-expanding artistic and educational presence on the internet, addressing the programming challenges of this time of pandemic while envisioning ongoing opportunities for online connection and community in a post-COVID world.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, Washington Performing Arts engages international visiting artists in community programs and introduce 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.

For its achievements, Washington Performing Arts has been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC 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 Art's 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



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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 Art’s 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 Art’s employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.

#### **POSITION INFORMATION**

Washington Performing Arts seeks a dynamic, creative, and collaborative communications and marketing professional to join our Marketing, Communications and Creative Media team. This is an exciting role offering excellent opportunity to work with a collaborative, supportive, and passionate team, which enriches our D.C. community with vibrant performing arts experiences.

The Marketing and Communications Manager will have a strong pulse on the many options for connecting with the world in today’s media environment. In partnership with the Director of Marketing, Communications and Creative Media, this role will develop tactical plans and content for the web, digital and print advertising, social media, email communications, and event materials. The Marketing and Communications Manager handles multiple priorities, and collaborates with staff, outside consultants, community partners, advertisers and patrons. The ideal candidate will be a communicative self-starter, detail oriented, and highly organized. They will have a curious mindset, and a penchant for honing and improving ideas with deep dives into data. Applicants should be available to work a Monday-Friday regular schedule, minimum two days in-office, with flexibility to work performance events throughout the Washington region on some weekends, and evenings.



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### **Position Summary/Purpose:**

Under the supervision of Washington Performing Art's Director of Marketing, Communications & Creative Media (MCCM), the Marketing and Communications Manager contributes to the department's efforts to:

- Enhance the public's awareness and understanding of Washington Performing Arts's mission, values, and institutional identity
- Increase a diverse public's participation in Washington Performing Arts's wide range of artistic, education, and community programs
- Design communications/marketing/sales campaigns that are attention-getting and impactful, strategic and forward-thinking, cost-effective and grounded in data analysis, and demonstrate a spirit of innovation and improvement, accessibility and inclusivity.
- Reach Washington Performing Arts's annual earned revenue goal

### **Essential Duty #1: Creative Media Management**

**Percentage: 40%**

- **Institutional E-mail Campaigns:** With Director of Marketing, Communications and Creative Media, develop and manage content calendars and production schedules for public-facing email communications. Draft copy for monthly E-News, Performance Reminder and Feedback emails and surveys, event appeals, and other promotions. Manage the building, internal routing, and scheduling of reoccurring and one-time Washington Performing Arts e-blasts, and other projects as needed.
- **Social Media:** With Manager of Creative Media and Mars Arts D.C., create content for and monitor the institutional, seasonal, and project-based planning and implementation of Washington Performing Arts's social media platforms. Regularly monitor and share platform data analytics to support strategic decisions throughout social campaign lifecycles. Explore opportunities for accessibility accommodations, platform growth, and adoption of new social channels where appropriate.
- **Data Analysis/Interpretation:** In collaboration with the Creative Media & Analytics Manager, monitor analytics of institutional media platforms/projects, providing summaries and recommendations to the Director of Marketing, Communications & Creative Media and other staff.
- **Video:** Liaise with artist management, and internal staff to source assets for video promotions and advertising. Provide support for internal and external video creators, including sourcing and organizing of materials/components, ensuring quality control for video closed captioning, and providing writing and editing for public-facing video titles, summaries, etc.



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**Essential Duty #2: Project & Systems Management**

**Percentage: 30%**

- **Marketing and Institutional Collateral:** Oversee the production and dissemination of all Washington Performing Arts seasonal and institutional printed collateral (brochures, fliers, poster, postcards, banners, etc.) created by all departments for promotional, fundraising, educational, informational, and other purposes. Provide writing, proofreading, edit-routing, and other assistance for all communications, including e-newsletters, web copy, printed and digital playbills, and social media. Serve as an editorial expert, highly competent in syntax, diction, style, and grammar.
- Related duties include convening internal project meetings; in-house creative and production-related consultation; management of graphic design process; securing of print and fulfillment bids; and managing of printer and mailhouse relationships.
- **Advertising:** In collaboration with Director of Marketing, Communications & Creative Media, plan and implement booking, creation, submission, invoicing, and budgetary tracking of print, broadcast, online advertising. Apply evolving marketing and communications principles, theories, and concepts consistently, and strive for progress and growth.
- **Departmental Budget:** In collaboration with Director of Marketing, Communications & creative Media and other department staff, 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 Marketing, Communications & Creative Media, serve as primary department liaison on major organizational projects and productions (e.g., multi-event thematic projects, brand/identity initiatives).

**Essential Duty #3: 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.
- Collaborate with department staff to monitoring and enhance all departmental initiatives and operations for adherence to principles and best practices of diversity, equity, inclusion, and access.
- Serve as an department liaison to other departments via weekly Interdepartmental meetings and project-based task forces (as assigned)
- Provide staff support to the Philanthropy & Patron Engagement Committee of the Board of Directors.
- Represent the department and the organization at performances and other events, as assigned.



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**Essential Duty #4: Supervision of Staff & Consultants**

**Percentage: 10%**

- Foster an inclusive environment that promotes active engagement, cross-departmental collaboration, and skill enrichment
- Mentor and directly manage communications interns
- Serve as primary staff contact for the following regular consultants for Washington Performing Arts:
  - Graphic designer
  - Program-notes writer

**Minimum Qualifications:**

- Minimum three (3) years work experience in a marketing role preferred, with an established understanding of digital mediums, channels, and trends. Degree in marketing or communications a plus.
- Outstanding organizational, editorial, and multi-tasking skills. Demonstrated ability to manage multiple tasks and competing deadlines, focusing on detail. Proven track record with time management, overseeing complicated projects, and meeting deadlines.
- Strong understanding of D.C.'s advertising marketplace across radio, TV, print, and digital. Proficient use of Microsoft Office, Adobe Acrobat, and Meta Business Suite.

**Essential Capabilities & Preferences**

- Aptitude for collaboration, both in-house and with partner organizations
- Results-oriented problem solver, addressing obstacles and providing guidance throughout the project management process
- Detailed, editorial eye
- Background in the performing arts (as practitioner, staffer, scholar, and/or enthusiast)
- Facility with major social media platforms (Facebook, Twitter, Instagram)
- Appreciation for and understanding of a variety of musical genres including classical, jazz, global music, gospel music, and more
- Ability to lift up to 20 lbs.
- Tessitura experience a plus

**Specific Conditions of Work**

- Ability to work a Monday-Friday regular schedule, minimum two days in office. Flexibility to work performance events on weekends, and evenings.
- In-person attendance of various performance, education, and community events
- Adherence to all local and venue-specific COVID-19 measures



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#### **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, 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](mailto:hr@washingtonperformingarts.org) with position title in subject line.
- For best consideration, please send applications by **November 11, 2022.**

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