

Position Full-time Director of Administration and Marketing

Reports To Executive Director and Managing Director

Organization Summary

Founded in 1998 by a group of professional teaching artists, Educational Theatre Company (ETC) offers process-driven theatre arts programming for students ages 3 -103. Our mission is to unlock the potential of children, teens, and adults through immersion in theatre arts. ETC will continue the goal of serving the underserved in the community through high-quality theatre education. All programming is based on ETC's four pillars: creativity, confidence, collaboration, and community. Programs include Main Stage residencies (original student-created plays and musicals), after school classes, summer camps, Creative Age programming for senior citizens, student-created film programming, and Devising Hope for men and women battling homelessness.

Job Summary

The Director of Administration and Marketing holds ultimate responsibility for the organization's marketing strategy, from planning to coordination and execution. The ideal candidate must implement branding strategies and develop new marketing opportunities for the organization. The applicant will provide appropriate tools, materials, and presentations, as well as working with staff to manage social media presence, company reputation, and recognition of programs. Additionally, applicants will execute administrative tasks such as overseeing the daily operation of the ETC offices. Candidates should be comfortable with project management and coordinating teams. The position works with one other full time staff member, seven part time core staff, over 40 seasonal teaching artists, in addition to the board.

Essential Responsibilities

- Managing ETC's office which includes scheduling, answering the phone, email and mail correspondence, office organization, and file-keeping
- Processing invoices, check requests, deposits, background checks, and state forms
- Interfacing with staff, community partners and participants
- Executing several other program-related support services
- Planning and implementing all marketing, public relations, ads, and events
- Growing awareness and enhance brand identity of the company
- Managing a small marketing expense budget to run all marketing efforts
- Facilitating expansion of ETC's core programs in the community

Skills and Qualifications

- Bachelor's Degree or higher; experience in marketing or arts administration is a plus
- Working experience in a similar role and willingness to learn
- Ability to strategize marketing concepts as well as implement them
- Ability to work independently, be flexible, and manage multiple priorities in a fast-paced environment with superb accuracy
- Detail-oriented with excellent communication, organizational, interpersonal, and writing skills

- Proficient computer skills, Microsoft Office proficiency, and familiarity with social media platforms
- Experience with basic graphic design, photography, and programs such as Canva and Wix is a plus.

This position will give the candidate specific experience in arts administration and marketing, but also provide a well-rounded view and experience in running a small non-profit. As part of this position, some weekend or evening work is required for performances, staff and board meetings, conventions, conferences, and other marketing opportunities. A car is recommended as programming takes place at various sites in the DMV area.

Compensation

Salary range is between \$24,000.00 to \$26,000.00. ETC also has a vacation policy and provides mileage reimbursement. ETC offers health insurance as well as a retirement plan.

How to Apply

Applicants for this position should send a cover letter and resume to Managing Director, Ashley Hammond, at jobs@educationaltheatrecompany.org.

Educational Theatre Company is an equal opportunity employer and is committed to providing an inclusive and welcoming environment for all members of our staff and ETC community. For more information about Educational Theatre Company, please visit www.educationaltheatrecompany.org.

