



# Communications & Engagement Manager

Position Description, June 2021

## **ABOUT COUNTERPULSE:**

*CounterPulse provides space and resources for emerging artists and cultural innovators, serving as an incubator for the creation of socially relevant, community-based art and culture. CounterPulse acts as a catalyst for art and action; creating a forum for the open exchange of art and ideas, sparking transformation in our communities and our society. We work towards a world that celebrates diversity of race, class, cultural heritage, artistic expression, ability, gender identity & sexual orientation.*

*CounterPulse is one of San Francisco's leading small venues for cutting-edge, interdisciplinary performance. We host over 300 public events each year, ranging from dance, theater and music performances to gallery openings and all night dance parties. For more information about CounterPulse, please visit [www.counterpulse.org](http://www.counterpulse.org).*

## **ABOUT YOU AND THIS POSITION:**

Storytelling and community engagement comes naturally to you. You love social media and are up to date on the latest trends and best practices, with a sharp vision for exciting multimedia content. You're passionate about the performing arts community with experience in promoting artistic works to a growing audience. You're an avid user of digital tools to generate and evaluate content, with basic skills in graphic design, film/photo editing, and photography. You understand how every detail informs the bigger picture, both in the office and interfacing with the public. You have experience working in diverse communities to build and inform accessible arts participation. Previously you've likely worked in any combination of journalism, marketing and advertising, community engagement, nonprofit administration, and you're excited about the dynamic nature of wearing multiple hats in the arts!

The Communications & Engagement Manager (CEM) leverages the story of CounterPulse to our public through creative marketing and community engagement strategies. You will be working closely with the Director of Communications & Advancement (DCA) to implement marketing activities, community engagement, collect information from artists, prototype audience building strategies, compile engagement metrics, copy edit, and support in content creation. You will participate in the Communications/Development and Presenting cohorts, and also support community engagement in CounterPulse's Neighborhood Arts program.

All positions at CounterPulse include the necessary auxiliary tasks that come with working in a small team including weekly opening duties, occasionally House Managing at virtual and in-person shows, facilities projects, participation in occasional retreats and staff activities, and more.

## **Core Job Responsibilities:**

### **COMMUNICATIONS**

#### *Audience Building and Engagement*

- Prototype strategies on target audience cultivation.
- Support in the creation and execution of arts engagement programming (Pre- and post-show activities, symposia, etc.).
- Oversee the collection and tracking of audience demographic information
- Execute basic graphic design and film/photo editing in support of communications projects
- Design and monitor impact metrics related to target audience cultivation through demographics collection and surveying in thank you e-newsletter Compile results.
- Participate in Communications/Development and Presenting Cohorts
- Support outreach for Neighborhood Arts programming and assist with events and activities

#### *Marketing, Info Collection, and Management*

- Collect event listing materials including photos, event descriptions, and artist research and compile.
- Design, send, and evaluate email newsletters and announcements
- Collect metrics on outreach activities and publish in monthly and annual reports.
- Distribute event listing information on third-party listing sites.
- Facilitate cross promotion with local organizations and venues.
- Implement schedules and generate content for CounterPulse social media platforms.
- Oversee content creation for social media, website, email, digital, and print copy editing of content. Manage social media accounts.
- Collaborate with DCA in creation of content for residency, co-production, and auxiliary programming, prototyping new mediums of content creation.
- Work directly with artists, staff and guest contributors to create blog content.
- Generate and modify event pages on Wordpress, Eventbrite, and other platforms

#### *Archive Infrastructure*

- Periodically clean up archives on CounterPulse website.
- Maintain photo and video archive
- Maintain press, promotion and program archives.
- Train staff, interns, and artists on website, blog, email marketing, and social media.

### **GENERAL**

- Participate in weekly staff and program meetings, seasonal planning meetings, potlucks, karaoke and board meetings.

- Participate in collectively-shared facility upkeep tasks and office duties.

#### **QUALIFICATIONS:**

- Contagious passion for the performing arts, and a belief in art's ability to transform communities, neighborhoods and society. General knowledge of Bay Area performing arts is a plus.
- Ability to work gracefully under pressure while attending to multiple responsibilities and intricate details.
- Experience managing administrative projects, involving multiple team members and complex timelines.
- Desire and ability to work collaboratively, maintaining a sense of humor and openness to unexpected situations
- Excellent written and verbal communication skills; ability to communicate clearly and respectfully with a diverse public in person, over the phone, and via email.
- An eye for detail when copy editing and reviewing visual design. Creative copy writing skills.
- Skills in photo editing, graphic design, and video editing a big plus
- Experience managing administrative projects, involving multiple team members and complex timelines.
- Extraordinary organizational ability; dedication to precision and attention to detail
- Fluent in English; conversational skills in other languages a plus (Spanish and Chinese preferred), but not required.
- Desire to document/interface with performing arts events and communities.
- Proficiency with online apps including Google Suite, Canva, Salesforce, Facebook, Mailchimp, Twitter, Flickr, and WordPress. Basic knowledge of HTML/CSS and SEO.
- Understanding of basic UX Design
- Proficiency in MS Office and Macintosh OS.

#### **WORKING AT COUNTERPULSE:**

Joining the CounterPulse team means joining a group of incredibly smart and dedicated folks who are driving a growing and changing organization. Our culture is artist-focused and highly collaborative. As a new staff member, you will have the chance to participate in meaningful conversations about the future of our organization, the impact we can have in our community, and the role of art in society. You will also have the opportunity to participate in selecting artists and envisioning our programming. We value the flexibility and perks of working at a small arts organization, and we think you will too. Here are the details:

- Part time to full time; 25 - 40 hours per week depending on availability; \$32,500 - \$56,000 salary depending on hours and experience
- Ideal start date: July 15, 2021
- A typical work week includes office hours Monday-Friday 10-6pm with flexible work from home options, evening events as scheduled/safe; for part time schedule is negotiable
- All CounterPulse positions include some evening/weekend time for fulfillment of Front of House responsibilities at shows. As such, exact office hours are negotiated week to

week.

- 100% Health and Dental Benefits; pre-tax Commuter Check; Free admission to events at CounterPulse and other Bay Area theaters; 10 hours/month free rehearsal space
- Generous holiday, vacation & sick leave policy
- Ongoing training, networking and professional development opportunities

## **EQUAL OPPORTUNITY EMPLOYER**

CounterPulse fosters a creative and professional environment that reflects the diversity of San Francisco. We actively recruit a wide pool of applicants representing dimensions of difference that include — but are not limited to — age, national origin, ethnicity, race, religion, ability, sexual orientation, gender or political affiliation.

## **HOW TO APPLY:**

Email the following documents to [openings@counterpulse.org](mailto:openings@counterpulse.org):

- 1) Cover letter addressing why you want to work at CounterPulse, and how your prior experience is uniquely relevant to this position.
- 2) Resume
- 3) Brief writing sample relevant to this position (i.e. samples of social media post, event copy, blog, press releases)
- 4) Two professional references

**Subject Line should read:** “ATTN: Justin Ebrahemi (Your Last Name) CEM App”

**Position open until filled. Apply by June 30 for priority review.**