

## **Communications & Community Associate - Part Time**

The Play Company, an Obie award winning theatre for new works in New York City, is looking for a professional with experience in communications and marketing operations who has an interest in expanding their experience in community engagement. This hybrid position is a unique opportunity to expand experience across several aspects of PlayCo's programming including elevating PlayCo's brand to the NYC community.

PlayCo supports artists to generate a dynamic, uniquely global program of adventurous work, innovating and celebrating the power of live theatre; pro-actively and meaningfully invites our NYC community to engage in this artistic work; and provides affordable, inclusive access to ensure that our theatre is available to all. PlayCo serves artists, audiences and community partners who bring a multitude of global and cultural perspectives to our work. We value and center artists and staff team members in our planning and decision-making, to ensure a living wage, humane and positive workplace conditions, and professional development opportunities for all. We are continuously and proactively addressing inequitable and exclusionary systems and practices within our own organization and within the theatre field. Growing our base of support is key to building our capacity to expand and sustain our values-centered and people-centered practices.

Reporting to the Executive Producer and the Associate Director for Community Engagement, the Communications & Community Associate position is ideal for a multi-hyphenate artist/arts professional with previous experience in marketing/communications operations, video/graphic design, and experience in or a strong interest in community engagement. The current PlayCo staff members are practicing artists, and we welcome practicing artists who are seeking supplemental income that aligns with their interests and skills. As a member of the Communications & Community team, the selected candidate will collaborate with key team members on productions, artistic programming, and community programs.

### **Day-to-Day Marketing & Communications Responsibilities: (60%)**

- Generate and schedule PlayCo eblasts through NeonOne for all communications including programming, fundraising, and organizational branding opportunities.
- Generate and schedule PlayCo's social media postings on all applicable platforms, including responding to or redirecting inquiries received through our social channels.
- Update and maintain current information on PlayCo's website in collaboration with other PlayCo team members. The CCA will specifically be responsible for content on the website home page, production pages, and community programming pages. Other responsibilities include but are not limited to creating new pages for programming/fundraising, removing expired information, and troubleshooting technical issues with website designer, as needed.

- Create visual and video assets for eblasts, social media, website, and other public-facing communications that consistently align with PlayCo's style guide.
- Draft and maintain communications calendar for all programming and contribute to communications strategies.
- Track online engagement across social media, eblast, and website campaigns, including generating reports, presenting findings, and drawing conclusions based on contained data.
- Coordinate and schedule social swaps with peer arts organizations
- Collect and organize collaborators' bios, headshots, descriptions, etc. for productions, artistic projects, community events, etc.
- Support leadership with new or pilot marketing & communications strategies including but not limited to research, reporting, coordination, etc.
- Track marketing and communications expenses.

### **Day-to-Day Community Engagement Responsibilities (30%)**

- Research potential partners for programs under the direction of the Associate Director
- Manage Associate Director's calendar including scheduling meetings
- Attend outreach meetings with the Associate Director and take notes when needed.
- Assist with producing community programs throughout the year including managing and tracking RSVPs, attending programs and photographing/taping events when needed.
- Manage community partner and program database in NeonCRM and Monday.com including recording attendee program stats, consolidating attendee information from different programs, tracking community tickets during productions, and tracking relationships between PlayCo, artists, and community partners.
- Keep up-to-date with shows, events, and other headlines featuring PlayCo community partners.
- Coordinate archival recordings of community programs.
- Participate in weekly staff and applicable department meetings.

### **Other General Responsibilities (10%)**

- Assist with the day-of coordination of all PlayCo special events, (Benefits, galas, opening nights, playmakers nights, etc).
- Update and maintain project management data through Monday.com.
- Participate in weekly staff and applicable department meetings.
- General administrative tasks as needed, (i.e. answering phones, ordering supplies, etc).

### **Increased Responsibilities during production**

During busy periods of production (6-8 weeks leading up to opening night), we will increase the range of hours for the CCA from 25-30 to 30-35 to accommodate these additional responsibilities:

- Create production assets including show program, lobby displays, and other show-related materials.
- Coordinate logistics for production assets including but not limited to ordering, printing, and transporting assets to/from programming venues, as needed.
- Create and manage project related campaigns or features (eg. Instagram takeovers, marketing videos, etc) .
- Coordinate with marketing-based vendors (photographers, videographers, graphic designers, print shops, etc).
- Manage ArtsPeople/Neon box office software for all productions and programs, monitor ticket sales/audience metrics, and keep up to date on house numbers.

Research shows that historically marginalized applicants are less likely to apply to jobs where they are not confident that they meet 100% of the qualifications. The following list of qualities and experiences will all be important to fulfill the responsibilities of the CCA role, but we recognize that applicants of different backgrounds also bring different combinations of strengths to the table. **As an equity and growth-oriented organization, we encourage applicants to apply if they meet most of the qualifications listed below**, and to highlight other qualifications they may possess that feel relevant to the role not listed here in their cover letter.

### **Required Experience & Qualifications**

- Demonstrate action-based commitment to Anti-Racism, Anti-Bigotry, Equity, Inclusion, and Social Justice.
- Excellent written and interpersonal communication skills. A genuine curiosity about other people and excitement to spark interest in PlayCo's work from audiences members, community partners, etc.
- Proficiency in the Adobe Creative Suite including Premiere video editing software.
- Proficiency in basic graphic/content design principles (i.e. balance, repetition, spacing, texture, etc)
- 1-3 years of experience in marketing operations such as social media management, email communication creation, website maintenance, etc.
- Proficiency in social media platforms, with a specific focus on video content creation in TikTok, Instagram, and Facebook.
- Basic proficiency in Microsoft Word, Excel/Sheets, Canva, Google suite, and CRM database platforms.
- Demonstrated interest in learning about community engagement.

### **Professional Development Opportunities**

- Creative contributions. The CCA will have opportunities to contribute creatively to overall communications strategy, graphic design creation, and other public facing content that will support their overall career growth. They may also have the opportunity to facilitate events hosted by PlayCo, including Idea Labs/The Hub/LTT/etc.
- Systems training. For working systems not specifically listed in the Required experience and qualifications section above, PlayCo will provide dedicated in-house training on these systems. In the event the current staff structure does not have the expertise or resources to train an intern, PlayCo will arrange for external training. The Marketing Assistant can receive dedicated training in NeonCRM/Arts People and Monday.com project management software.
- Networking Opportunities. Staff members have access to workshops, webinars, and round table discussions offered by A.R.T./NY, Theatre Communications Group, and other professional service organizations, and will be able to devote work hours to these activities.

### **Time Requirements & Compensation**

The CCA is expected to work 25-30 hours per week and this will increase to 30-35 hours per week during busy production weeks (approximately 6-8 weeks per production). The base salary for this position is \$550/week for 25 hours paid on a biweekly basis. Additional compensation of \$22/hour will be paid for hours exceeding 50 in a 2-week pay period. The PlayCo staff is currently working on a hybrid office model, and we work with each staff member on an ongoing basis to find a reasonable balance of in-office and remote working hours. All staff members are expected to be in the office on Mondays and Tuesdays for staff and applicable department meetings. We also work with all staff members to accommodate artistic or professional development opportunities that arise throughout the year.

We maintain proper COVID safety precautions based on CDC recommendations and we monitor the local and national news on a regular basis, adjusting work plans as needed.

### **Application Process & Timeline**

The application process will be facilitated by Executive Producer, Rob Bradshaw and Associate Director for Community Engagement, Carolina Dõ. Applicants should email a cover letter and resume to [jobs@playco.org](mailto:jobs@playco.org). Applications will be reviewed on a rolling basis with priority consideration provided to applications received by Friday April 12, 2024. Selected applicants will be invited to an interview with Rob and Carolina. PlayCo may opt to schedule a second interview with selected candidates and these interviews may include Founding Producer, Kate Loewald. Our goal is for this position to start on or about May 13, 2024. We plan to schedule initial interviews during the week of April 15, 2024 with potential second interviews the week of April 22, 2024. We will follow an organic recruitment process, which may cause changes to this timeline. Please check our website for updates to the search timeline and process.