



*More than 30 Years of Celebrating Culture & Nurturing Community*

P.O. Box 28367 San José, CA 95159 ❖ (408) 294-6621 ❖ [www.TeatroVision.org](http://www.TeatroVision.org)

## **Community Engagement and Marketing Manager Job Description**

Teatro Visión is a not-for-profit Latinx/Chicanx theater company with a 34-year history in San José. We are seeking a Community Engagement and Marketing Manager to develop and implement strategies, relationships, and programs to deepen our network of community partners, provide creative community engagement opportunities, and promote participation and ticket sales for Teatro Visión productions, classes, workshops, and events. The Community Engagement and Marketing Manager may, with prior-approval, work from home and will be granted flexibility in setting work-schedule. Part-time position: 15 hours per week.

### **Essential Responsibilities and Duties**

- Suggest creative ways to engage community members in Teatro Visión's productions and creative processes.
- Identify, develop, and cultivate, relationships with local schools, organizations, community groups, and other community stakeholders.
- Design, promote, schedule, coordinate, and oversee quarterly workshops and mini-performances to be produced in partnership with local schools, organizations, and community groups.
- Design, promote, and coordinate theme performances for Teatro Visión productions, such as College Night, Pride Night, and Girl Scout Day.
- Coordinate and promote group ticket sales for K-12 and college groups for Teatro Visión College Nights and student matinees.
- Design, promote, and coordinate community events related to Teatro Visión productions.
- Develop and implement marketing plans for all Teatro Visión productions and events.
- Create and distribute marketing materials for all Teatro Visión productions and events, including brochures, posters, postcards, flyers, emails, etc.
- Develop and implement advertising and PSAs for all Teatro Visión productions and events, including print, radio, television, and online.
- Develop and implement social media strategies for all Teatro Visión productions and events.
- Manage media relationships, including writing and distributing press releases and scheduling media appearances.
- Maintain up-to-date archives of marketing and advertising materials.
- Operate within set budget parameters.
- Provide regular progress reports to Managing and Artistic Directors.
- Maintain Teatro Visión's website.

### **Qualifications**

- Experience and success working in partnership with local residents and community organizations.
- Familiarity with San José schools and organizations, particularly those with a focus on Latinx communities.
- Strong written and verbal communication skills, in both English and Spanish.
- Knowledge and experience in marketing and PR, preferably for arts and/or community organizations.
- Ability to work well with staff, partners, volunteers, and artists.
- Ability to work independently and manage multiple projects.
- Excellent organization and planning skills.
- Basic computer skills, including word processing and spreadsheets.
- Working knowledge of graphic design and layout preferred.
- Proficiency using graphic design applications including but not limited to Adobe CS preferred.
- Experience maintaining websites preferred.
- Passion for the arts and social justice.

**Compensation**

\$20,000 annually. No benefits.

**To Apply**

Please submit your cover letter including a paragraph on your interest in Teatro Visión, resume, and three references to [teatro@teatrovision.org](mailto:teatro@teatrovision.org).

Teatro Visión is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.