Programming & Marketing Associate

Full-time position with benefits. Schedule requires being onsite Tuesday-Friday 12:30pm-5:30pm and to participate in up to 4 events per month. The remaining hours are flexible and can be worked remotely.

Salary: $50,000-$55,000/year

Benefits include: Health, Vision, Dental, Paid Vacation Time, and Sick Days

Reports to: Executive Director

Send cover letter and resume to jobs@lapena.org by March 27, 2020 or open until filled. No phone calls or drop-ins. Applications without a cover letter will not be considered.

Job Overview

La Peña Cultural Center is a multicultural gathering place for artists, activists, allies & communities in resistance, rooted in the Latinx diaspora at all of its intersections. La Peña’s mission is to promote peace, social justice, and cultural understanding through the arts, education and community action.

The ideal candidate for this position is bilingual in English & Spanish, highly organized, flexible/adaptable, and gets satisfaction in being responsible for the success of unique events, while developing strong relationships with the diverse communities we serve.

The main areas of responsibilities of this role are: to provide programming assistance to the Productions Team; to execute the outreach/marketing strategy for La Peña’s programming under the supervision of the ED; and to function as the office gatekeeper and coordinator with the public, artists, etc.

Programming:

- Create contracts as needed for events, art exhibits, etc
- Support with booking (i.e. reserve dates on Salesforce, etc)
- Participate in programming & marketing meetings, as needed
- Order, organize, and maintain an inventory of hospitality & fundraising supplies
- Manage fundraising bars at special events (Approx. 12-16 times a year)
- Order and file ABC licenses for selling alcohol at special events
- Coordinate donated alcohol for special events
- Create signage, forms and documents for events as needed
● Recruit & interview volunteers for events. Create, maintain and review a volunteer questionnaire form online.

Marketing & Communications:
● Execute marketing, communications and outreach strategies, under the supervision of the ED
● Update La Peña’s website, calendar of events, classes and announcements
● Create online forms, as needed (i.e. surveys, vendor forms, scholarship forms, etc)
● Create tickets on Eventbrite for events
● Sell tickets and answer questions about events on-site and by phone
● Maintain current listings on local calendars and media outlets
● Create graphic design content for social media and website
● Create, manage and send out weekly LP Newsletter, under the supervision of the ED
● Scout, train and manage marketing interns
● Coordinate and manage graphic designers (both volunteer and stipend positions)
● Be present at events regularly to execute onsite social media and documentation.
● Maintain up to date physical marketing/signage in space and coordinate off-site flyering distribution

Other:
● First-responder to public questions by phone, email and in person
● Checks, responds and updates voicemails

Skills:

Experience/Qualifications:
Bachelor's degree required. A minimum of 1-2 yrs experience in a nonprofit or similar setting. A minimum of 2 years experience in: communications, marketing or community organizing role. Must provide a writing sample and a graphic design sample. Additional work samples welcome.

Physical Demands:
The responsibilities and tasks associated with this position will require that the team member to regularly sit, look at computer screens, stand, walk, speak, and hear.
La Peña Cultural Center is an equal opportunity employer. We do not discriminate in hiring or employment against any individual on the basis of race, color, gender, national origin, ancestry, religion, physical or mental disability, age, veteran status, sexual orientation, gender identity or expression, marital status, pregnancy, citizenship or any other factor protected by anti-discrimination laws.