



Position: Marketing Associate	Department: Esperanza Arts Center
Reports to: Senior Vice President	FLSA Status: Exempt [\$12/hour]
Revised: December 2020	Classification: Part-Time/Per-Diem (EAC Mentor Fellow Program)

Position Summary

Esperanza is a faith-based organization committed to strengthening the Hispanic community through a variety of programs and services, focused primarily on community development, capacity building, workforce development; education; and advocacy. Through our work, we strive to follow the biblical mandate to serve “the least of these” by equipping and empowering Hispanic communities for advancement. To carry out our mission successfully, we rely on a diverse and talented group of individuals united by a common commitment to the core values of *faith, integrity, and excellence*.

Guided by these core values **Esperanza Arts Center** will touch the lives of, and foster positive social change in, the Hunting Park neighborhood and the Latino community through the arts. We offer an exciting, dynamic, and rewarding work environment where we commit to fostering the professional development of our staff and value the contributions of each team member.

An integral part of the Esperanza Arts Center team, Marketing Associates work with Esperanza Arts Center’s administrative and production teams to design and produce collateral, manage and distribute promotional communications, and execute marketing initiatives and campaigns on behalf of Esperanza Arts Center and its programs.

Mentor-Fellows gain on-the-job training from accomplished industry professionals by assisting in all facets of marketing and communications, box office operations, patron services, and front of house management. Marketing Associates who have successfully worked through the Esperanza Arts Center Mentor Fellow program will be offered opportunities to work in training programs, internships, and entry-level positions at venues and other arts organizations throughout the Philadelphia region.

Esperanza Arts Center programs represent diverse traditions, disciplines, and backgrounds, and take place in performance, recording, broadcast, and presentation spaces ranging from 100 to 800-seats. You are part of a team whose goal is to ensure a positive, professional, memorable,

and meaningful experience for all guests through exemplary, well-managed productions and well-maintained facilities.

Essential Functions

- Assists in the design and execution of promotional campaigns;
- Monitors KPI's (key performance indicators) for marketing initiatives;
- Manages content for Esperanza Arts Center email, website, and social media channels;
- Acts as liaison with Esperanza's marketing division in the production of collateral;
- Other administrative and clerical duties as assigned.

Knowledge, Skills, and Abilities

- Ability to work independently with a high level of energy and creativity, and contribute as part of a larger team in an administrative capacity in an office environment;
- Understanding of Esperanza's mission, goals, and objectives, and personal qualities of integrity, credibility, and a commitment to and passion for Esperanza's mission;
- Interest in the performing arts representing a wide spectrum of cultures;
- Exemplary communication skills and mature demeanor;
- Proven ability to consistently work well with others, demonstrating at all times respect for diverse constituencies and within the cultural and arts landscape of Hunting Park, the Philadelphia region, and beyond;
- Fluency in Spanish and English preferred;

Minimum Education

High School and College students.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- a. While performing the duties of this job, the employee will frequently stand; climb; walk; sit; use hands to finger, handle, or feel objects, tools or equipment; reach with hands and arms; balance; talk or hear. The employee will occasionally climb stairs; stoop; kneel; crouch or crawl.
- b. The employee must lift and/or move up to 30 pounds, push/pull, and lift tables, chairs, boxes, and temporary/mobile signage.
- c. Operate standard office equipment; frequent keyboarding; frequent desktop computer work.

- d. Specific vision abilities required by the job include frequent reading in dim light, and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- a. Work environment is primary indoors, with moderate noise levels;
- b. Hours are flexible, but must work 4-6 hours week
- c. Office dress code is business casual (shirts with collars and no logos/inappropriate messages, long pants/skirts with no holes or frays)

Nothing in this position description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

I have read and understand the above job description.

Printed Name

Date

Signature