



## **WAF Marketing and Public Relations Director**

**Background:** The Workhouse Arts Foundation, Inc. (WAF) is a non-profit 501(c)3 corporation with a mission to operate the Workhouse Arts Center (opening in 2008) with programs in the visual arts, performing arts, arts education, and history through the repurposing of the former Workhouse correctional facility. WAF's budget is \$3 million annually.

**Summary Statement:** Reporting directly to the President/CEO, the Director of Marketing and Public Relations (DMPR) serves as the primary individual to manage the comprehensive marketing, sales and promotional initiatives for the broad-based Workhouse Arts Center programs. This position is responsible for promoting, and publicizing, the Foundation's arts (performing, movement and visual), community, education, military, and museum programs through paid media in print, broadcasting, online, and electronic communications, as well as through direct mail and audience development promotional activities. The successful candidate should thrive in a fast-paced, collaborative environment while building effective relationships with other departments, vendors, marketing and media partners, and Fairfax County in order to advance the Foundation's strategic branding, marketing and sales goals. Evening and weekend work might be required for Workhouse events. The DMPR will also undertake other responsibilities as assigned by the President/CEO.

### **Roles and Responsibilities:**

#### **Sales/Marketing/Public Relations Management:**

- Develop and implement comprehensive concepts and strategies to promote and secure earned revenue in support of the Foundation's artistic, educational and mission-based programs.
- Lead strategic marketing initiatives in alignment with revenues goals for all activities.
- Build and manage innovative and impactful marketing campaigns through planning and implementing the production, placement, and billing of print, radio, television, out of home, digital, direct mail, email, and grassroots efforts for effective promotion of all WAF activities.
- Generate sales and marketing reporting and data analytics to determine effectiveness of marketing initiatives. Share analysis and recommendations for campaign adjustments to leadership, as well as other stakeholders, to achieve organizational goals.
- Oversee marketing budget, expenditures, and invoice processing, and adjust accordingly based on the effectiveness of various marketing campaigns.
- Oversee, manage, and implement non-paid promotions with area businesses, media, and artistic partners.
- Oversee press office/on-site media needs, at select events, as well as focusing on distinct business line press relations needs.
- Other duties as assigned.

#### **Management/Strategic Leadership:**

- Supervise Staff and Volunteer Program
- Liaise with management, and internal teams, to communicate project developments and marketing campaign initiative in support of the WAF's overall objectives.
- Oversee activities, and responsibilities, of the overall marketing team, including advertising and sales, direct mail, advertising sales, promotional partnerships, group sales, and community/audience development initiatives.
- Partner with the WAF's Development team to develop and implement promotional campaigns associated with underwriting sponsorship and philanthropic partnership agreements.
- Manage outside vendors, agencies, consultants, freelancers, and other supplier relationships.
- Represent the WAF at area and on-site marketing events and activities across the greater DMV area.

**Traits/Characteristics:** The DMPR will be a confident and experienced marketing/public relations expert and will be motivated by Workhouse's mission and community. The successful candidate will be a strong manager and a dedicated

staff-wide collaborator and will provide creative, decisive, and proactive leadership in assuring that Workhouse's marketing and public relations presence is paramount. The DMPR will take initiative and offer constructive opinions with candor and commitment.

**Qualifications:** The DMPR should have at least 4 years in marketing, advertising and public relations; strongly prefer performing/visual arts/museum experience. The DMPR should have a BA/BS degree in marketing, journalism or a related field.

**Accountabilities:** Satisfactory completion of this job will be evidenced by excellent attention to detail, anticipation of marketing/public relations need, exercising sound professional judgement, meeting financial and marketing goals, building and maintaining good working relationships with staff, artists and other colleagues, keeping excellent records, and working well as a member of the team and by operating within the Workhouse approved budget.

**Compensation/Benefits:** Compensation will be commensurate with experience, with a benefit package that includes a health/dental insurance plan, a retirement plan, paid time off, and other employee benefits.

**Workhouse DEI Statement:** The Workhouse is committed to attracting and retaining a diverse staff that honors their experiences, perspectives and unique identity. We strive to create and maintain working and learning environments that are inclusive, equitable and welcoming.

**Workhouse EEO Statement:** The Workhouse is committed to providing equal employment opportunities to all employees and applicants for employment. Workhouse provides employment opportunities without regard to race, color, religion, creed, ethnicity, sex, pregnancy, national origin or ancestry, age, physical or mental disability, citizenship status, marital status, sexual orientation, gender identity, family responsibility, genetic status or information, military or veteran status or in any status protected by federal, state, or local law. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Workhouse will not tolerate unlawful discrimination, harassment, or retaliation under any circumstances.

**Workhouse Health and Safety Policy:** The Workhouse is committed to providing a healthy and safe environment for our staff, artists, contractors, volunteers, students and guests. With the continuing presence of COVID and its variants, the Workhouse is following CDC guidance and State of Virginia and Fairfax County directives and has required that all staff wear masks in all indoor Workhouse settings and also be fully vaccinated (as defined by the CDC) or submit weekly proof of a negative COVID test. The Workhouse is a Non-Smoking campus.

**Additional Notes:** Workhours for this position are a function of work and support requirements and directed by the President/CEO. The Workhouse business hours are 9:00 AM to 5:00 PM. the position is required to work some evenings and weekends when events are scheduled, otherwise will work traditional hours as noted above.

**Applications and Inquiries:** Please submit the following PDF items electronically, with the subject line containing the words "Director of Marketing / Public Relations" stated. Only qualified applicants will be contacted. Please direct all submission to: [humanresources@workhousearts.org](mailto:humanresources@workhousearts.org)

- Cover letter including salary requirements.
- Resume including demonstrable accomplishments.