

# EDLAVITCH DCJCC ARTS MARKETING MANAGER

**Employment Type:** Full-time, Year-round, Salaried (Exempt)

**Location:** Edlavitch DCJCC with option to work remotely two days per week.

**Special Considerations:** Occasional evening and weekend availability is essential. Full availability for the annual May JxJ Festival is required.

**Benefits:** Health insurance, paid time off, 401k, and transportation benefits. Gym and pool access, complimentary admission to events and classes and discounts on preschool and early childhood programs.

**Salary Range:** \$52,000-\$58,000 commensurate with experience.

## About

The Edlavitch DCJCC (EDCJCC) is the Jewish community's address in our nation's capital, providing uniquely urban educational, social, cultural and fitness programs to the DC community inside and outside the beltway. Theater J and JxJ are programs of the EDCJCC.

Theater J is a nationally renowned, professional theater that celebrates, explores, and struggles with the complexities and nuances of both the Jewish experience and the universal human condition. Theater J presents six productions each year. JxJ is the EDCJCC's multidisciplinary arts project that encompasses the Washington Jewish Film and Music Festivals alongside hybrid arts programming. The public programming of JxJ is split between a major annual Festival in May and a set of year-round offerings.

## Position

The EDCJCC Arts Marketing Manager leads marketing and outreach efforts for Theater J and JxJ. The role reports to both the Managing Director of Theater J and the Managing Director of JxJ.

## Responsibilities

- **Marketing**
  - Work with JxJ and Theater J leadership to craft an annual marketing budget and strategy to meet or exceed the annual Theater J and JxJ earned income goals through promoting single tickets, subscriptions, passes, program ads, educational programs, trips, and concessions.
  - Work with the EDCJCC marketing staff to integrate arts marketing strategies with the Center's goals.
  - Implement marketing strategies in coordination with EDCJCC Creative Director and graphic designers.
- **Outreach:**
  - Plan and implement outreach to community groups, including within and outside the Jewish community, to forge deep, engaged, and meaningful relationships, targeting groups and communities throughout the year to increase attendance, group sales, and advertising sales at Theater J and JxJ performances and programs.
  - Work with the Theater J Council and JxJ Council on outreach strategies and coordinate outreach volunteer opportunities.
- **Communications:**
  - Steward brand fidelity and ensure all messaging is engaging, accurate, and adheres to brand standards.
  - Craft public relations strategy and materials and manage public relations firms to generate and track press coverage, including reviews, features, and listings, both locally and nationally. Expand public relations efforts to increase national profile, with a particular focus on Jewish groups visiting DC.

- Craft social media strategies and ensure Theater J and JxJ Facebook, Instagram, and X accounts are utilized to best communicate branding and programming, respond to customer inquiries, and reach new audiences.

## Qualifications

- Prior communications experience, preferably in the arts
- Passion for theater, film, and/or music programming
- Outstanding collaborator, team player, and proactive problem solver
- Excellent communication skills, both verbal and written
- Ability to multitask and work under tight deadlines
- Ability to participate 'hands on' in all aspect of event setup, management, and breakdown
- Commitment to inclusion, diversity, equity, and accessibility

## To Apply

Send an email with the subject line "Arts Marketing Manager" with your cover letter and résumé attached as a PDF to [arodriguez@edcjsc.org](mailto:arodriguez@edcjsc.org).