

## **ESPERANZA Position Description**

<b>Music Education &amp; Community Relations Director</b>	<b>Department: Esperanza Arts Center</b>
<b>Reports to: SVP, Esperanza Arts Center</b>	<b>FLSA Status: Exempt</b>
<b>Revised: April 2021</b>	<b>Classification: Regular Full-Time</b>

### **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 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.

The Music Education & Community Relations Director oversees two essential functions of the Esperanza Arts Center (EAC). At its heart, the EAC is first a forum for learning – an opportunity for our students to learn Latin musical traditions, and to gain insights, understanding and real-world experience in the arts. You must be an articulate and compelling representative of your work with a passion and gift for teaching and mentoring others.

Second, we provide Music Education through Artistas y Músicos Latino Americanos (AMLA), a 501(c)3 non-profit cultural arts education organization that promotes the development, dissemination and understanding of Latin American music and culture in the Philadelphia/Delaware Valley Region with a strong emphasis on youth.

### **EDUCATION**

The Music Education & Community Relations Director is responsible for overall operations, governance, asset protection and marketing/public relations for AMLA, as well as overall management and operation of AMLA to include program development, communication, financial oversight, and compliance with board directives and applicable grantor, federal and state requirements. The Education Director is also responsible for ensuring strong partnerships and collaborations, together with the other programs, institutions and non-profit organizations that are related to Esperanza and in the community at large.

This position has external contact with donors, prospective donors, institutional funders, volunteers, and organizational partners. This position has access to sensitive information and is expected to handle such information with integrity and professionalism. This position is responsible to AMLA's Board of Directors, has regular contact with the community, and is expected to represent EAC in a professional manner.

## **COMMUNITY RELATIONS**

The Music Education & Community Relations Director is an integral part of the EAC team and is responsible for patron communications, customer service, front of house supervision, rental event management, and box office operations related to all arts center programs, series, and residencies. You are the nexus between EAC and our marketing and development departments, assembling content from featured artists, coordinating artist schedules for promotional events and publicity, and analyzing and deriving tailored visitor data to fuel targeted communications initiatives and ensure steady growth of our patron and donor base.

EAC programs represent diverse traditions, disciplines, and backgrounds, and take place in performance and presentation spaces ranging from 100 to 800-seats. You are the hub of a wheel whose end-product is a positive, professional, memorable, and meaningful experience for all visitors through exemplary, well-managed productions and well-maintained facilities.

### **Essential Functions**

#### **GENERAL**

- Provide quality management of the programs, initiatives, and staff through independent judgment and decision-making.
- Train and supervise all paid and unpaid faculty, administrative staff, and front of house support, including interns, student, and volunteer ushers, concessions cashiers, and visitor service and box office representatives.
- Coordinate with Marketing and Development teams in the collection of data, and development and execution of general promotion, patron/student awareness, engagement, and retention initiatives through multiple channels (digital/online, press) to grow participation in programs and individual donated revenue streams.
- Identify, develop, and implement operational efficiencies and cross-collaborative initiatives between EAC and AMLA artists, partnerships, and programs.

#### **EDUCATION**

##### **Program Development & Operations**

- Provide leadership in developing and executing program, organizational and financial plans.

- Promote active and broad participation by volunteers in all areas, as needed.
- Maintain official records and documents, and ensure compliance with federal, state and local regulations.
- Assist with the identification of grant funding opportunities and participate in the preparation and submission of grant proposals with the Development team.
- Establish sound working relationships and cooperative arrangements with community groups and organizations.
- Represent AMLA's programs and point of view and advocate on behalf of the school to agencies, organizations, and the general public.
- Prepare and maintain annual operating budget; see that AMLA operates within established budget guidelines.

### **School Administration**

- Process and maintain AMLA student enrollment, attendance, and assessment information, documents, and forms.
- Develop strategies and perform/coordinate all activities designed to recruit new students and retain current students.
- Coordinate student and lesson schedules.
- Responsible for the opening/closing of the AMLA studios on all days of operation.
- Conduct routine accounting functions to include processing tuition payments and registration fees, invoicing, and accounts payable/receivable tasks.
- Coordinate and manage all operational and logistical tasks associated with AMLA's Student Recital every semester.
- Coordinate and manage all logistical and operational tasks associated with AMLA's Ensemble program, rehearsals, and performances.
- Maintain inventory control and repairs for all school instruments/equipment.
- Manage, authorize, and processes AMLA Teachers' payroll administration per established procedures.
- Maintain consistent communication with the entire teaching staff regarding any relevant issues with the AMLA School and its students.
- Regularly coordinate the work of and provide development opportunities and training to department staff and volunteers.
- Perform management functions for AMLA such as hiring, firing, performance evaluations, disciplinary counseling, salary recommendations, workload distribution, communication, recognition activities, and employee relations.

### **Governance**

- Develop short and long-range strategies with the AMLA Board of Directors and carry out plans and policies authorized by the board.
- Cultivate and maintain relationships with trustees, donors, and key stakeholders.
- Manage and schedule all quarterly board meetings and special events.
- Produce, distribute, and present all board agendas and reports for quarterly meetings.

## **COMMUNITY RELATIONS**

- Manage all aspects of EAC box office operations, streaming and PPV customer experience, and general patron communications, including advance/will-call ticket ticketing and onsite purchase transactions, RSVP invitation systems, streaming/broadcast registration and channel management, customer service, and front of house logistics for Esperanza programs, rental events, and performances.
- Tailor, maintain, populate, and analyze our Salsa patron CRM system to accommodate specific needs of the arts center: including patron communications, e-commerce, and onsite sales functionality, and utilizing data to track KPI's against slated goals and metrics.
- Work with the Finance and Marketing departments to generate box office reports, and track and monitor membership, subscription, and single-ticket sales and attendance.
- Facilitate and manage all concession staffing, inventory, supplier arrangements, and visitor transactions for the purchase and distribution of artist materials, EAC products, and food and beverages.
- Work in close collaboration with the Senior Vice President FULL TITLE and Production Manager to ensure smooth run of show, and seamless coordination and communication between front and back of house operations.

### **Knowledge, Skills, and Abilities**

- Understanding of Esperanza's mission, goals, and objectives and ability to work independently with a high level of energy and contribute as part of a larger team.
- Strong knowledge of and ability to design and implement multi-faceted music curriculum strategies and programs.
- Excellent written communication skills with exceptional attention to detail.
- Superb oral communication skills with demonstrated experience in public speaking.
- Ability to effectively establish sound working relationships and cooperative arrangements with community groups and organizations while representing the programs and point of view of the organization to agencies, organizations, and the general public.
- Strong management skills to include directing and evaluating the work of others, administration of budget/finances, project management, measuring, analyzing, and reporting outcomes, employee relations, training, and performance management.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community.
- Experience and a high degree of comfort working with K-12 children and their families, as well as professional artists and speakers of diverse backgrounds.
- Persuasive and articulate advocate on behalf of Latino arts and culture who is able to connect with a broad spectrum of people in meaningful and positive ways.
- Demonstrated ability to manage the execution and completion of complex strategic goals and objectives.
- Ability to follow-up and follow-through with strong attention to detail.
- Fluent in Spanish and English

## **Experience, Education, and Licensure**

### ***Minimum Experience***

3+ years of demonstrated leadership experience in the administration and operations of non-profit cultural arts educational programs is required. Previous management experience in a school-based environment is preferred.

Demonstrated ability to generate and execute complex creative ideas and projects and to assimilate, organize, and effectively utilize large amounts of information.

Consistently works 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.

Successful track record in ameliorating patron issues and increasing customer loyalty and satisfaction.

Highly proficient in CRM software (e.g., Salsa, Tessitura, Ticket Philadelphia, Patron Manager, Salesforce, Raisers Edge) and Microsoft Office, including Word and Excel.

### ***Minimum Education***

BA/BS degree from an accredited college or university in Music Education, Arts Administration, or a related field of study.

## **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; 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 frequently climb stairs; stoop; kneel; crouch or crawl.
- b. The employee must occasionally lift and/or move up to 20 pounds.
- c. Operate standard office equipment.
- d. Specific vision abilities required by the job include frequent reading 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. The noise level in the work environment is usually moderate; certain performances and events may create loud sounds during the event.
- b. Work is primarily indoors.
- c. Light travel in local area to attend events, donor meetings, programs, and community locations.
- d. Position may require occasional trips to attend conferences seminars, and meetings.
- e. Must be available to work non-traditional hours to include weekends and evenings based on operational needs and scheduled events.

*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

Music Education & Community Relations Director