



Communications Specialist Job Description

The Community Center for the Performing Arts (WOW Hall) located in Eugene, Oregon is a nonprofit (501c3) arts organizations dedicated to:

- Preserving and operating the historic Woodmen of the World (WOW) Hall as a multipurpose community center
- Providing cultural arts and educational opportunities for all ages and all income levels
- Maintaining a supportive environment for local artists and their creative efforts

We are looking for a Communications Specialist who will be responsible for the oversight of all event and organizational publicity including website and social media, weekly and monthly press releases, poster production and distribution, CCPA/W.O.W. Hall promotions, and CCPA/WOW Hall advertising. The Communications Specialist reports to the Executive Director. All employees are expected to

1. PUBLICITY: Overall Responsibilities

- a. Manage publicity and advertising for the W.O.W. Hall/CCPA in both hard copy and digital formats, including coordination with Bookkeeper on advertising budget.
- b. Maintain electronic artist database (artist info, press kit, photos, media menu for promoters, etc).
- c. Maintain electronic and hardcopy archives of the W.O.W. Hall schedules and press releases.
- d. Ensure that all e-mail lists are updated on a regular basis (W.O.W. Hall, Weekly Press Release, Photo, W.O.W. Hall Monthly Calendar).
- e. Coordinate with the Booking Manager to obtain artists' contact info and request press kits

2. Weekly Publicity Activities:

- a. Create one-page press release for each WOW Hall event (including lobby art and authorization of radio station ticket giveaways); submit to Publicity list at least two weeks prior to events.
- b. Send weekly submissions to the WOW Hall email list and prepare weekly press releases containing the following:
 1. Weekly summary of CCPA events (following weekend events), lobby art and volunteer orientations (if applicable).
 2. Event press releases
 3. Monthly event calendar
- c. Ensure weekly e-mail communication of artist photos to the Photo e-mail list
- d. Create and ensure weekly delivery of press packets to local newspapers that include artist backgrounds and returnable CDs and printed photos.

3. Monthly Publicity Activities:

- a. Maintain monthly event calendar (including radio station welcome for each event) and ensure monthly communication to W.O.W. Hall Monthly Calendar e-mail list and Q list.
- b. Coordinate with Production Manager if banners need to be hung at events.

- c. Ensure delivery of CDs to radio stations to promote events (if applicable)
- d. Work with the WOW Hall Booking Manager to contact artists (or their publicists) regarding radio interviews and appearances, coordinate with radio stations or local businesses.
- e. Coordinate social media and website updates and with support from the Office Coordinator
- f. Ensure timely and relevant updates are made to all social media platforms.
- g. Ensure coordination and effectiveness of poster program with Office Coordinator and Poster Distributor(s), including timely design ordering, content review, mailings, and postings.
- h. Work with the Executive Director and in-house team to co-create new ideas and plans for CCPA/W.O.W. Hall publicity in the community.

Other Responsibilities

- a. Answer phones, field questions and complaints, assist with ticket sales
- b. Attend Staff meetings.

Requirements:

- Familiarity with the publicity needs of a performance arts venue
- An ability to maintain deadlines that promote events in a timely manner
- An ability to work collaboratively with the team and coordinate with the Booking Manager and Office Coordinator on upcoming events and performances
- Very adept in the use of social media; Instagram, Facebook postings, Website updates, etc.
- Artistic sensibilities
- Ability to write promotional content and press releases for events and performances
- Ability to adapt to changes
- A work history of dependability and professionalism
- Able to be respectful and maintain professional behavior toward all staff, board members, volunteers, and patrons.
- Desire to serve the community and be part of this historic performing arts venue

This is a 20 hour a week position at \$16.00 per hour. Monday-Friday 1:00-5:00

Application Process

Send your resume and letter of interest to applications@wowhall.org.

WOW Hall embraces diversity. All qualified applicants will receive consideration for employment without regard to age, disability, gender, gender identity, social class, marital status, national origin, Race, ethnicity, religion, sexual orientation, veterans' status, nationality, language, or employment status.