



**Job Description:**

**Program/Department:** Administration  
**Direct Report:** Producing Artistic Director/Business Administrator  
**Position:** **PR/Marketing Manager**  
**Classification:** Full-Time/Salaried/Exempt/Benefits Eligible

**EAST WEST PLAYERS**

East West Players (EWP) is a nonprofit organization with a mission of producing outstanding works and educational programs that give voice to the Asian Pacific American experience.

**POSITION SUMMARY**

The PR/Marketing manager is responsible for developing, implementing and managing the day-to-day execution of EWP's marketing and public relations plans. This position reports to the producing artistic director, supervises the marketing assistant, freelance graphic artist and interns, and serves on the management team to formulate and implement policies and plans to meet EWP's short and long-term objectives.

**TRAITS AND CHARACTERISTICS**

East West Players seeks a committed, proactive, and personable individual who shares in East West Players' aesthetic, which is enlightening, educational, innovative, and community-specific. Interpersonal skills must be exceptional. He/She must independently initiate and pursue objectives in an organized and efficient manner, prioritizes activities, maintains level of activity without direct supervision and maximizes team interaction to complete high quality work on time.

**EXPERIENCE AND QUALIFICATIONS**

At least 4-years experience working in arts administration with an emphasis on public relations and marketing. Excellent written and oral communication skills are required. Knowledge of the Asian American community is strongly encouraged. Must be capable of working in a collaborative team environment and able to work well independently. Ability to work under pressure and meet deadlines. Must be creative in developing, implementing and managing a marketing strategy that include, subscription, single-ticket and group sales. Working knowledge of social media marketing including Facebook, Blogging, Twitter, Youtube, Myspace, yelp and Yahoo & Google Groups is required.

**COMPENSATION AND BENEFITS**

Competitive based on experience, plus a comprehensive benefits plan including medical, dental, vision and life insurance; vacation, sick leave, personal days and holidays.

**APPLICATIONS & INQUIRIES by December 4, 2009**

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