



DIRECTOR OF COMMUNICATIONS & EARNED INCOME

Sitar Arts Center
Washington, DC

Position Summary

Sitar Arts Center, a non-profit arts education organization serving children and youth in Washington, DC, is seeking a full-time employee for the position of Director of Communications and Earned Income to promote the programs and services of the Center to donors, families, volunteers and the general public, along with generating earned income to support the Center's programs. The ideal candidate will have at least three to five years of professional experience in a communications position, preferably at a non-profit organization, have excellent written and oral communication skills, be self-motivated and self-directed, and enjoy working in a team-driven collegial environment. A commitment to social justice and serving community is needed.

Position Description

The director of communications and earned income reports directly to Sitar's executive director. Responsibilities and duties include:

Marketing and PR:

- Develop targeted strategies to market our programs and earned income services to families, donors, prospective donors, and the community. Identify target markets and develop tactics appropriate to each market
- Develop overall online marketing strategy, including website, social networking, and online giving, working with other staff stakeholders (Development, E.D.)
- Implement Sitar's social networking strategy as the voice of the Center; update Twitter, Facebook, Flickr, and other sites
- Actively develop relationships with press and pitch articles on the Center
- Write press releases, send to press list, and post on website
- Develop and maintain press list
- Create and maintain press kits
- Send press releases and generate media attention for events and announcements
- Serve as primary press and public relations contact
- Develop long-term communications plan

Publications oversight and content:

- Develop publications strategy to create material that most effectively promotes the Center's programs to our families, volunteers and to prospective and current donors within the publications budget.
- Ensure that the Center's brand and message is consistent across all publications
- Review and edit content for all publications, and, when content is not available from other staff, write.
- Manage content and style of website

Earned Income:

- Create and manage earned income programming
- Develop marketing strategy for earned income programming
- Develop and implement rental strategies, policies, communications, and logistics
- Strategically determine and meet rental income goals
- Oversee staffing of rental events, and staff events as required

Other Duties as Assigned**Qualification Requirements**

- Three- five years experience in a communications position, preferably in a non-profit organization, with a track record of success in promoting an organization's profile
- Excellent written and oral communication skills
- Masters degree in communications, public relations, nonprofit management or related field preferred; BA required.
- Proficient in Microsoft Office and Dreamweaver; some knowledge of Adobe Photoshop preferred
- Spanish speaking and writing skills desirable

Salary and Benefits

- Salary is commensurate with experience
- Excellent benefit package

To Apply

Applications, including a cover letter detailing why you are qualified for the position, resume, and salary requirements, should be emailed to info@sitarartscenter.org. No phone calls please.

Sitar Arts Center is an equal opportunity employer.

About Sitar Arts Center

Sitar Arts Center provides multidisciplinary arts education to the children and youth of Washington, DC in a nurturing, creative community where young people discover their inherent talents and gifts. Fostering personal and artistic growth through the visual arts, music, drama, dance, digital arts and creative writing, the Center offers after-school, weekend and summer classes to more than 700 students a year, 80 percent of whom come from low-income households.

More than 120 talented artists volunteer their time each week to teach and inspire the Center's students in a state-of-the-art facility. Together with a network of premier partnering arts organizations such as Arena Stage, Corcoran Gallery of Art, the Washington Ballet, the National Symphony Orchestra and Washington Performing Arts Society, our passionate volunteer faculty makes a lasting impact on our students' lives.

Bringing high-quality arts education to families who would otherwise not have these opportunities, Sitar Arts Center relies on charitable contributions to ensure that no family is ever turned away because of inability to pay.

Mission

Sitar Arts Center brings a diverse community together to give underserved children and youth the opportunity to explore and study the visual and performing arts in an afterschool safe haven. The Center partners with local volunteer artists and arts organizations to provide comprehensive arts education, nurturing relationships and high expectations that enable young people to better know and express themselves as they discover and develop their artistic gifts and life skills.