



Mission Cultural Center for Latino Arts

A Unique Cultural Experience!

JOB DESCRIPTION

Title	:	Events and Media Coordinator
Dept	:	Programming
Reports to	:	Executive Director
FLSA Status	:	Non-exempt
Directly Leads	:	None
Budget Responsibility	:	Provides feedback to the Executive Director regarding line items pertaining to area of responsibility

SUMMARY

The Events and Media Coordinator is responsible for the planning, coordination, production and promotion of MCCLA's in-house special events. To support this main responsibility, the Events and Media Coordinator works closely with MCCLA coordinators to develop a master calendar of events for the year and to ensure timely and effective publicity of events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

PLANNING

- In discussion with MCCLA Coordinators and Programming Committee plan and prepare annual cultural calendar and programming for approval
- Book events, avoiding possible date/space conflict with other ongoing events and activities
- Prepare monthly Calendar of Events with input from the respective departments
- Assist with events and media budget and fund development efforts
- Seek and identify cultural and artistic talent and content for MCCLA events
- Review event proposals submitted and reply accordingly
- Establish dates, deadlines, terms & conditions, staffing, rehearsals, equipment, etc. for all events
- Distribute applications, renters rules and agreements and process necessary paperwork
- Solicit and timely submit copy of marketing materials to graphic designer

PUBLICITY

- Plan media campaign, and prepare and oversee timely distribution of press releases, media packets, invitations, etc.
- Promote MCCLA events with media / social media outlets and other venues
- Handle all publicity and media inquiries (in person, by phone, mail, email)
- Strategize public relations pitch: spin and develop story ideas, making the best effort to place advance feature articles and solicit coverage from the media
- Write and edit e-press releases, PSA's, letters to editor, calendar listing and ticket giveaway letters
- Distribute and follow-up e-press releases and press packets for special events and exhibit

COORDINATION

- Arrange for in-house and outside services and resources (space, equipment, materials, staffing)
- Oversee proper safety and storage of materials and supplies before and after each event
- Maintain updated records of contacts, databases, correspondence and signed agreements
- Maintain community distribution list and online links for posting of calendars, posters, flyers, etc.
- Prepare script for and update events hotline on a monthly basis as required
- Closely work with graphic designer and webmaster providing them the necessary information and images to develop publicity materials
- Coordinate volunteers to conduct outreach and publicity of events
- Maintain of a record of each event's promotional materials
- Develop archiving system for all paperwork involved
- Attend programming and other meetings as required
- Submit monthly activities report and other required reports to Executive Director
- Participates in grant writing development by identifying projects for fundraising as well as sources of funding

MODELING BEHAVIOR

- Promotes a positive environment for staff and clients by modeling a professional attitude at all times
- Ensures confidentiality
- Contributes as a team player
- Provides leadership by expressing point of view, maintaining a professional and open attitude at all times and engaging staff and clients in dialogue
- Adheres to MCCLA personnel policies and procedures
- Models MCCLA organizational values at all times

QUALIFICATIONS

EDUCATION AND EXPERIENCE

- BA degree
- Proven experience (2-3 years) in events planning and publicity, preferably in a nonprofit environment
- Proficient with online promotion and social media outlets
- Two to three years experience working with the media and being successful in raising the visibility of the effort being worked on
- Attentive to details and maintain information in an organized fashion
- Capacity to multi-task and sustain productivity at required levels

LANGUAGE SKILLS

- Excellent written and verbal communication
- Ability to communicate in an effective, tactful and professional manner with a wide variety of people
- Bilingual Spanish and English preferred
- Articulate public speaking skills



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COMPUTER SKILLS

- Proficient in social media Facebook, twitter, Instagram, constant contact etc.

PHYSICAL REQUIREMENTS

Must project a professional image and dress neatly when reporting to work. This position requires the ability to work flexible hours and under stress. Lifting of 50 lbs materials is required.

WORK ENVIRONMENT

Fast paced work environment with multiple demands presented at all times.