



AITAF

ARTS IN THE ARMED FORCES

Job Title: Community Outreach Manager

Reports to: Executive Director and Program Director

Location: 220 36th Street, Brooklyn NY 11232

Remote work is a possibility for the right candidate, who still should have the ability to travel into Brooklyn and/or Manhattan at least twice per month once COVID restrictions allow.

To apply: Applicants must submit a cover letter AND resume to hr@aitaf.org with the subject Community Outreach Manager

Arts in the Armed Forces (AITAF) seeks a full-time, mid-level Community Outreach Manager to strengthen its relationship and visibility within the US military community, and maximize participation in AITAF events. The position will work closely with AITAF's Executive Director, Program Director, and Philanthropic Partnerships Director.

Primary Responsibilities:

Annual Communication Planning: Together with the Executive Director, Program Director, and Philanthropic Partnerships Director, develop an annual Communications Calendar that builds a brand aesthetic and showcases the mission and work of the organization to constituents.

Social Media Content Creation and Community Management: Monitor AITAF social media channels on a full-time basis, building relationships with followers, responding to outreach, serving as the voice of the organization, responding to general email and event inquiries. Produce social media content, develop and manage paid and organic ads via all social media channels.

AITAF Media Archive Management: Ensure proper organization and cataloguing of all of AITAF's media assets and storage; ensure proper permissions and credit are secured for all media – print, video, and photo.

Graphic Design Coordination: In coordination with outside contractors, ensure on-brand imagery and marketing materials are created for AITAF events, email marketing campaigns, and social media posts.

Website Maintenance: In coordination with AITAF's web developers, ensure that website is consistently updated and functioning properly; monitor web activity

Email Campaign Management: Maintain email mailing list integrity; compose, schedule and monitor email campaigns in coordination with annual communications plan

Collection of Marketing Data: Together with Programming team, monitor event attendance, social media activity, and campaign response to assess marketing effectiveness and adapt as needed

Ideal Qualifications:

- 3 -5 years work experience in a professional environment, ideally in a marketing, communications, or community manager capacity
- Experience contributing to social media on behalf of a brand or institution
- Familiarity with paid and organic advertising across social media platforms
- Proficiency in Microsoft Office (Word, Excel) and the Google Suite
- Keen understanding of military and veteran community and communication channels via social media, print publications, and institutions*
- Significant interest in and knowledge of the arts
- Clear and consistent communication skills, on the phone and via email
- Excellent proofreading and copy-editing skills
- Should be tech savvy and/or quick to learn new online platforms
- Ability to work independently
- Comfortable working with a graphic designer and editing designs via Canva, Adobe Spark, InDesign, or Photoshop

*AITAF strongly encourages Veterans to apply, and is seeking a candidate with a sincere interest in building our audience and creating community among our active duty and military constituents.

Estimated start date: January 1, 2022

About AITAF

Arts in the Armed Forces was founded by Academy Award-nominated actor and Marine Adam Driver and actress Joanne Tucker in 2008, and its mission is to honor and enrich the lives of the US military community by offering powerful shared experiences in theater and film. Featuring professional artists and contemporary American content, we create space for meaningful dialogue, igniting connection and deepening our capacity for understanding around our common humanity.

AITAF's core program consists of bringing readings of contemporary American plays and monologues presented by professional actors and actresses to military installations all over the world, free of charge. While on base, AITAF team members also take time to train in the specialty of the installation, so there is a true exchange between the artists and service members. Importantly, after each of AITAF's performances, the creative team interacts with the audience through a question and answer session as well as a more informal mingling period. Past participants have

included Rachel Brosnahan, Laurence Fishburne, Keegan-Michael Key, Laura Linney, Mark Ruffalo, Michael Shannon, and Christian Slater, just to name a few.

AITAF began programming with one event in 2008, and by 2020, has reached over 15,000 members of our military and grown to a goal of 15 events per year. In 2018, arts programming expanded beyond live play readings to include film screenings and an annual \$10,000 award for military and veteran playwrights and screenwriters called The Bridge Award. In 2020, in the face of COVID-19 restrictions, AITAF pivoted temporarily to produce its film screening series virtually.

EOE Statement: *AITAF is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, sex, age, disability, predisposing genetic characteristic, national origin, citizenship, marital status, sexual orientation, uniformed service, protected activity (i.e., opposition to prohibited discrimination or participation in proceedings covered by the anti-discrimination statutes) or any other characteristic protected by law. To this end, all employment-related decisions are made on a non-discriminatory basis and in full compliance with federal, state and local laws prohibiting discrimination in employment. AITAF also provides reasonable accommodations to qualified individuals with disabilities upon request, or when made aware of such a need.*

AITAF recognizes the value of diversity in the workplace generally, and at AITAF in particular. It is the policy of AITAF to encourage and promote the recruitment of women, people of color and other under-represented groups. The intent of this policy is to broaden the pool of applicants for all positions, entry level and advanced, so that people from under-represented groups are made aware that these opportunities exist and that the workplace at AITAF is welcoming and inclusive.

www.aitaf.org

Instagram: @aitaf

Twitter: @aitaf

Facebook: facebook.com/artsinthearmedforces