

Program and Community Engagement Manager

The Torpedo Factory Art Center (TFAC) is the highlight of Alexandria's Potomac River waterfront, attracting approximately 500,000 visitors annually. The TFAC houses 165 visual artists working in 82 studios, the Art League, the Alexandria Archaeology Museum, six galleries, plus a cafe and gift shop. The Marketing and Community Engagement Manager position is responsible for all programming in the public spaces of TFAC, with the goal of facilitating a positive, educational and fun visitor experience. Position reports directly to the Torpedo Factory Art Center Board CEO.

Tasks and Duties:

Education programs

- Incorporating the Virginia Visual Art Standards of Learning, develop curriculum guides for school groups
- With Marketing Manager, develop Visitors Guides designed to inform lifelong, adult learners
- Oversee process demonstration kiosks

Programming

- Lead planning for annual events: Art Activated (during the Alexandria Festival of the Arts) and Arts Safari (annual kids event)
- Plan and market Second Thursday Art Night, seasonal promotions and other events as needed

Residency Oversight

- Collect bios, images and artists statements for publicity
- Create informational signage
- Work with artists to plan and execute artist talk/demo

Strategic Alliances

- Coordinate participation in city-wide and regional promotions, working closely with strategic partners such as the Art League, Torpedo Factory Artists Association, Archeology Museum, Alexandria Convention and Visitors Association, etc.
- Oversee the Community Partnerships program

Visitor Engagement

- Plan and coordinate group tours
- Train and coordinate tour guides, artist studio visits

Evaluation

- Develop goals & measurable outcomes for all programs
- Train staff on data collection as needed

Internal Planning & Communications

- In coordination with the Marketing Manager, create current content on the art center's Facebook, Twitter, Pinterest, Yelp, Trip Advisor, and YouTube pages, as well as other social media platforms
- In coordination with Fundraising Manager, assist with programmatic descriptive text for grantwriting purposes

This is a one year contract position with potential of becoming permanent.

Education and Experience:

Bachelor's degree in an arts related field, a minimum of three years experience in related position; experience with arts programming and knowledge of current audience engagement practices/issues required. Creativity is essential, ability to take initiative as well as accept direction and be a team player in a collaborative environment. Excellent communication, writing, and editing skills.

Familiarity with social media platforms (Facebook, Twitter, Pinterest, etc.) and Microsoft Office (Word, Excel, Outlook) is required.

Salary: Based on experience, mid 40's

Benefits packet included.

To apply: Email cover letter and resume to jobs@torpedofactory.org (include "Program and Community Engagement Manager" in the subject line)

The Torpedo Factory Art Center is committed to diversity and considers all candidates regardless of race, color, sex, age, national origin, creed, disability, marital status, sexual orientation, or political affiliation.