



Patricia Reser Center for the Arts

Position Posting

Marketing and Communications Design Assistant

Reports to: Marketing and Communications Design Manager
FSLA Status: Non-Exempt, Part Time, Hourly
Schedule: Hybrid work hours with the majority being remote work.

Date of Posting: January 22, 2024

*Please note: Full vaccination against COVID-19 is a prerequisite for employment.
The Reser will consider exemptions for medical or religious reasons.*

Patricia Reser Center for the Arts is an equal opportunity, at-will employer, dedicated to the goal of creating a diverse and inclusive working environment. We strongly encourage applications from women, persons of color, and LGBTQ individuals. All qualified applications will receive consideration for employment without regard to age, race, color, religion, gender, gender expression, national origin, disability status, protected veteran status, marital status, sexual orientation, or any other characteristic protected by law.

ABOUT US

Patricia Reser Center for the Arts (PRCA, The Reser) is a professional arts center located in downtown Beaverton, Oregon. Following a four-year period of design, planning, development, and construction, The Reser opened its doors to the public on March 1, 2022. Immediately adjacent to City Hall, and within steps of a MAX blue line station, the facility consists of a 550-seat Mainstage theater, an art gallery, meeting rooms, rehearsal and classroom spaces, and a public plaza. It opened to great acclaim from artists and audiences alike, hosting more than 50,000 visits in its first year of public access. The Reser is designed to present national and international touring artists, local and regional performing arts organizations, visual arts exhibits, and arts education programs. It serves as a social and cultural hub for Beaverton and its surrounding communities.

The organization is governed by the nonprofit Beaverton Arts Foundation (dba Patricia Reser Center for the Arts), consisting of a diverse Board of Trustees, filled with accomplished, respected, and dedicated community members. The Reser is the result of a successful public/private partnership between the City of Beaverton and the Foundation.

The Reser's first full season in 2022-23 was a successful outcome to the years of planning and preparation that preceded it. The region is taking note of The Reser's contribution to its cultural life. The Reser's second full year, the current 2023-24 Season, will continue to require a nimble and creative staff, with the skills and commitment to meet challenges as they arise, and to grow as a team. Adaptability and a personal commitment to the mission of The Reser are vital qualities for every employee in this environment.

WHAT YOU'LL DO

The Marketing and Communications Assistant will work closely with the Director of Marketing and Audience Services and the Marketing and Communications Design Manager. The Marketing and Communications Assistant will assist in all areas of marketing and communications at The Reser with a focus on the production of marketing collateral, email marketing campaigns, social media, email newsletters, basic graphic design needs, and general marketing communications.

The position reports to the Marketing and Communications Design Manager. This position also works closely with other departments, including the Development, Education and Community Programs, Gallery, Production, and Operations staff.

PRIMARY RELATIONSHIPS

The position reports to the Marketing and Communications Design Manager. This position also works closely with other departments, including the Development, Education and Community Programs, Gallery, Production, and Operations staff.

SKILLS AND EXPERIENCE NEEDED

- Assist with writing copy for and sending out press releases.
- General press communications.
- Supporting all digital efforts including The Reser's website and social media.
- Create and schedule social media posts for The Reser across Twitter, Instagram, Facebook, LinkedIn, and TikTok for Reser Presents and Visiting Presenter performances and events.
- Assist in writing, editing, creating, and maintaining content for social media accounts.
- Assist in creating and sending email newsletters through Wordfly.
- Assist in creating marketing content, event descriptions, website content, ads, and other marketing collateral.
- Assist with graphic design as needed for social media.
- Assist with the design and distribution of print pieces, including season brochures, mailings, and playbills.
- Assist in the coordination of photography/videography.
- Maintain virtual community calendars and presences.

PREFERRED QUALIFICATIONS

- Excellent project management and organizational skills.
- Ability to work some evenings, weekends, and flextime when necessary.
- Demonstrated ability to manage multiple projects in an organized manner that involves a variety of stakeholders and moving parts; ability to handle interruptions, maintain focus on tasks, and produce timely, accurate work with a positive and professional demeanor.
- Desire and ability to engage in equity and inclusion initiatives and discussions in the workplace, including but not limited to engaging in training, workshops, and critical discussions for how we can better serve our community.
- Represent the mission, values, and philosophy to staff, community partners, and the public by modeling and implementing values of equity and inclusion in decision-making and daily work.



Minimum Experience:

- You must be a minimum of 18 years of age.
- High School Diploma or Equivalent.
- Some college-level coursework; associate degree or undergraduate degree preferred.
- Two years of experience in marketing, communications, or design. Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying.

Preferred Education/Training, Experience, Skills:

- Performing arts venue experience is preferred.
- Experience with photography, videography, and video editing is preferred.
- General graphic design knowledge.
- General knowledge of Adobe Creative Suite.
- Familiarity with social media platforms.
- Experience with Canva and WordPress.
- Knowledge of Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, Premiere Pro).
- Knowledge of Microsoft Office.
- Knowledge of Social Media scheduling software such as Sprout Social, Buffer, or HootSuite.
- Familiarity with email marketing software such as Wordfly, Mailchimp, or Constant Contact.

Optional Information

- Applications may be accompanied by a link to a professional portfolio or a sample work (website or pdf portfolio).

This is a hybrid work environment with approximately 2 days per week in the office.

The ideal candidate will have strong teamwork, communication, and creative skills, and will bring their ideas to the table.

The Director of Marketing and Audience Services and the Marketing and Communications Design Manager will review, give feedback on, and approve the Marketing and Communications Assistant work. We encourage a culture of open dialogue, respect, and collaboration.

Not sure you meet 100% of our qualifications? If you believe that you could excel in this role, we encourage you to apply. We are dedicated to considering a broad array of candidates, including those with non-traditional workplace experience and backgrounds. Whether you're new to arts and culture, returning to work after a gap in employment, or ready to take the next step in your career path, we will be glad to consider your application.

WORKING ENVIRONMENT - ESSENTIAL PHYSICAL ABILITIES

Most of the responsibilities of this position are performed in a traditional office setting and do not typically involve equipment that poses a threat of injury. The successful completion of duties relies on the following physical abilities: Sufficient (corrected or uncorrected) vision to read text of various



sizes and perceive colors and shapes accurately. Sufficient clarity of speech and hearing to communicate effectively in person and on a telephone, to hear sounds within the normal range of conversation and in the context of crowd noise. Sufficient manual dexterity to operate office equipment. Sufficient personal mobility, strength, and reflexes to perform light work and to reach, stoop, bend, kneel, climb, and lift as much as 25 pounds. Must also be able to stand for extended periods of time without assistance. *The physical abilities required for this position may be flexible and we encourage those who may require accommodation to apply.*

COMPENSATION AND BENEFITS

An hourly wage of \$25.00 with an average of 29 hours per week.

HOW TO APPLY

Interested and qualified applicants are encouraged to submit a resume, accompanied by a cover letter describing why this position is of interest and the personal and professional experience that has prepared them to be successful. All applications will be held in confidence. Initial review of applications will begin on or about February 5, 2024, with the goal of selecting a candidate by February 26, 2024. Interested applicants should submit materials as soon as possible.

All applications and/or inquiries should be sent via email only, addressed to:

All applications and/or inquiries should be sent via email only to:
Kristie Powell, Marketing and Communications Design Manager

Jobs@TheReser.org

MS Word or PDF attachments only, please
Subject Line: MARKETING ASSISTANT application

No phone calls please.

File names of all resumes and attachments should include applicant's last name.