



**Position:** Art Department Promotions Assistant I

**Department:** Art Department

**Overview:** As a member of the Art Department, the Art Department Promotion Assistant I supports electronic advertising of performances and gallery events.

**Employment type:** Part-time, 20 hours or less

**Work Schedule:**

**Job Duties and Required Competencies:**

#### ***Career & Self-Development***

- **Skills:** Proactive approach to personal and professional learning; awareness of strengths and areas for development.
- **Tasks:**
  - Discuss goals with instructor for your future career objectives throughout the work experience.
  - Articulate your strengths and weaknesses to pursue a career in field.
  - Seek out learning opportunities and complete research as needed.

#### ***Communication***

- **Skills:** Strong written and verbal communication skills; ability to provide clear and effective instructions.
- **Tasks:**
  - Meet weekly with supervisor to discuss upcoming and current performances and events.
  - Create and distribute ArtsMail and ArtsAlert! Emails to subscribers and PVCC faculty and staff; routinely update subscriber database.
  - Enter promotional content on the FA&P webpage for publication and update information as needed.

#### ***Critical Thinking***

- **Skills:** Ability to analyze and interpret information to make decisions and resolve issues.
- **Tasks:**
  - Write and edit content regarding theatre policies and procedures for the FA&P webpage.
  - Create and adhere to promotional calendar managing tasks and timelines.

### ***Equity & Inclusion***

- **Skills:** Inclusive and equitable engagement with diverse populations; advocacy for inclusion and equity.
- **Tasks:**
  - Work equitably with everyone. Be open to differing opinions and cultural norms from your own.

### ***Leadership***

- **Skills:** Creating an environment of working together as team.
- **Tasks:**
  - Maintain a professional attitude at all times.
  - Create and oversee social media and electronic production of the annual season and art gallery exhibits.
  - Manage FA&P Facebook page events, respond to inquiries and create content; publish event information to local event calendars.

### ***Professionalism***

- **Skills:** Effective work habits; acting in the interest of the larger community and workplace.
- **Tasks:**
  - Demonstrate appropriate business conduct at all times.
  - Complete projects and create supporting materials as assigned by the supervisor in a timely manner.
  - Uphold PVCC College policies and procedures.
  - Be available to work at least one weekend per month.
  - Procure marketing materials from artists participating in the FA&P season.

### ***Teamwork***

- **Skills:** Collaborative work within a team; building and maintaining positive working relationships.
- **Tasks:**
  - Coordinate and collaborate with Arts Promotions Assistant II

## ***Technology***

- **Skills:** Assist and support learning of tech skills and techniques of product.
- **Tasks:**
  - Have working knowledge of social media platforms, specifically Facebook and Instagram.
  - Experience with designing, maintaining webpages.
  - Create and submit digital ads for placement on other websites, such as NBC29, CBS19, Cville Weekly, etc.
  - Create video board content for campus TVs and the Dickinson Lobby with previews of upcoming events.
  - Create promotional slide show content for screening in the Main Stage Theatre prior to performances.

## ***Additional Responsibilities:***

- Support the Art Department with any additional tasks related to promotions and event advertising as needed.

## ***Required Qualifications:***

- Proficiency in social media platforms and digital advertising.
- Experience with webpage design and content management.
- Strong organizational and communication skills.

## ***Additional Considerations:***

- Flexibility to work weekends.
- Ability to manage multiple projects simultaneously.

**By fulfilling these responsibilities, you will contribute to the effective promotion and visibility of the Art Department's performances and gallery events, enhancing community engagement and audience development.**

**For more information, please contact the Federal Work Study (FWS) Program Coordinator at [federalworkstudy@pvcc.edu](mailto:federalworkstudy@pvcc.edu)**