



# Mission Cultural Center for Latino Arts

A Unique Cultural Experience!

---

## EVENTS / MEDIA COORDINATOR

30hrs/week – 4 days/week

**SCOPE OF WORK** – responsible for the planning, coordination, production and promotion, of MCCLA's classes, collaborations and special events, as scheduled and approved, and for keeping the Events Master Calendar. Work in collaboration with (1) the Department Coordinators, and the Programming Committee, on concept, and implementation, to ensure timely and effective promotion of events. Reports to the Executive Director.

### DUTIES & RESPONSIBILITIES

**Planning / Budget** – in conjunction with Dept. Coordinators / Programming Committee:

- Plan and prepare annual Cultural Calendar & Programming Plan for approval.
- Book events; avoiding possible date / space conflict with other ongoing events & activities.
- Assist with department's budget and fund development efforts.

### Recruitment / Selection

- Seek and identify cultural and artistic talent and content for MCCLA's events.
- Review event proposals submitted.
- Meet with clients and contact sources to discuss participation and / or collaboration.
- Establish dates, deadlines, terms & conditions, staffing, rehearsals, equipment, etc..
- Distribute applications, renter's rules and agreements, and process necessary paperwork.

### Promotion / Outreach

- Solicit and timely submit copy, images, and photos to graphic designer and publicist.
- Prepare & oversee timely distribution of call to artists, press releases, invitations, etc..
- Appear on TV & Radio shows, and other venues as required to promote events

### Events Support

- Arrange for in-house/outside services and resources (space, equipment, materials and staffing.
- Provide necessary assistance to ensure a smooth running, and successful event.

### Record Keeping / Documentation

- Keep updated, organized records of contacts, databases, correspondence, and signed agreements.
- Respond (in writing) to proposals and requests within reasonable time.
- Document events (newspaper /magazine articles, videos, in-house promotional materials, etc.)

### Meetings / Reports

- Attend Programming and other Community meetings as required / scheduled.
- Submit Monthly Activities Report
- Any other task as assigned.



# Mission Cultural Center for Latino Arts

A Unique Cultural Experience!

---

## REQUIREMENTS & QUALIFICATIONS EVENTS / MEDIA COORDINATOR

---

- Thorough knowledge of Latino Arts & Culture and of local artistic community and resources.
- Bachelor's Degree from an accredited college or university or equivalent.
- Proven experience (2-3 years) in events planning, preferably in a non-profit arts environment.
- Computer / Software Proficient: (MS Word, Excel, Online research), Marketing tools (Facebook, Constant Contact).
- Excellent written and verbal communication, with a meticulous attention to detail.
- Ability to manage, prioritize, and maintain several projects of equal priority at once, and sustain productivity under pressure.
- Ability to communicate in an effective, tactful, courteous and professional manner with a wide variety of people.
- Strong organizational and Project Management abilities, strong initiative and judgment.
- Punctual and reliable.
- Net and professional attire
- Available to work long hours to meet deadlines (when necessary).