



Publicist

Job Description

The Community Center for the Performing Arts (WOW Hall) located in Eugene, Oregon is a nonprofit (501c3) arts organization dedicated to preserving and operating the historic Woodmen of the World (WOW) Hall as a multipurpose community arts center; providing cultural arts and educational opportunities for all ages and income levels; maintaining a supportive environment for local artists and their new creative efforts.

We are looking for a **Publicist who will be responsible for the oversight of all event and organizational publicity** and reports to the Executive Director. We need someone with great social media skills, writing abilities, the ability to connect with our audiences and able to meet important deadlines to insure our shows and events are publicized. This person will also be responsible for overseeing the production of NOTES, the WOW Hall newspaper and working closely with our graphic designer to ensure posters and graphics are delivered in a timely manner.

This is a **key role for the WOW Hall** for someone who loves music and is highly skilled in the use of the media. Here's what you will be doing:

Increasing online presence

- Keeping WOW Hall website current and improving the traffic to the website
- Developing strategies to increase our online presence; make frequent posts to Facebook, Instagram, Tik Tok, help get the word out to the membership to post info about events
- Uploading event info to Eugene Weekly and Register-Guard calendars
- Sending email blasts to TicketWeb buyers

Maintaining Media Relations

- Maintaining media list of press contacts
- Creating press releases to promote artists
- Coordinating with our Booking Manager to get the contact info on artists and press kits
- Arranging for artist interviews with local radio stations, as requested by artists
- Managing publicity and advertising in hard copy and digital formats
- Managing advertising budget
- Working with local radio stations to promote events and shows



Community Center for the Performing Arts

Keeping our membership informed on WOW Hall Activities

- Overseeing the production of the monthly WOW Hall Monthly newsletter call *Notes*
- Sending *weekly* announcements to our members with sales info and ticket links
- Working with the Membership Coordinator to obtain current membership mailing list for email blasts to our members on events

Maintaining Records

- Maintaining electronic and hardcopy archives of posters, schedules, and press releases

Other Responsibilities

- Meet weekly with the Booking Manager and the Production Team
- Attend weekly staff meetings
- Support the core values of the WOW Hall
- Work with the Executive Director and in-house team to co-create new ideas and plans for publicity in the community.

Job Requirements

- Familiarity with the publicity needs of a performing arts venue
- Knowledge of the local and national music scene
- An ability to maintain deadlines that promote events in a timely manner
- An ability to work collaboratively with the team
- Very adept in the use of social media; Instagram, Facebook posts and advertising, Website updates; Photoshop a plus *Experience with WordPress is preferred however with tech competency WordPress can be learned*
- Ability to write promotional content and press releases
- Ability to adapt to changes
- A work history of dependability and professionalism
- Able to be respectful and maintain professional behavior toward all staff, board members, volunteers, and patrons.
- Desire to serve the community and be part of this historic performing arts venue.

This is primarily a remote position with up to 20 hours a week at \$17.00 per hour.

Application Process:

Send your resume, letter of interest, and sample press release
applications@wowhall.org

Applications must be received by Jan. 27, 2023

WOW Hall embraces diversity. All qualified applicants will receive consideration for employment without regard to age, disability, gender, gender identity, social class, marital status, national origin, race, ethnicity, religion, sexual orientation, veterans' status, nationality, language, or employment status.