

Classification description



Title: Education and Community
Engagement Program Manager

Job Code: 8103

Pay Range: 324

FLSA Status: Exempt – Administrative or
Executive/Supervisory

Employee Group: MERC Non-represented

Established: April, 2019

Revised:

EEO Category: Professionals or Officials and
Administrators

DESCRIPTION

Develop and implement Portland's Centers for the Arts (Portland's) programs that educate and engage the community in the arts. Cultivate community contacts in order to better serve our diverse community with meaningful performing arts performances and spaces that are friendly to everyone. Connect artists with traditional and non-traditional audiences to enhance the experiences of theatre patrons and provide non-traditional audiences opportunities to learn, grow and share in performing arts. Support diversity, equity and inclusion goals of the organization and work internally with staff to administer these goals through education and the arts.

DUTIES AND RESPONSIBILITIES

1. Participates in developing, directing and monitoring programs that build diverse audiences for the arts. Enables access to programs at Portland's by both traditional and non-traditional audiences; develops and nurtures partnerships to enhance programming and assures underserved communities are being served; develops and monitors the education and community engagement budget and ensures expenses are managed efficiently and within approved budgets.
2. Reviews and evaluates programs and artists and recommends continuation, expansion, or deletion based on factors such as validity, relevance, need, quality, financial feasibility, and response to the organization's goals and mission. Collects and assimilates programmatic ideas and models for improvement of current programs and development of new programs; researches, develops, and implements new engagement activities and programs.
3. Works closely with the marketing team on the development of promotional strategies and informational tools for use in fundraising and telling the Portland's story. Participates with the Portland's Foundation in the strategy and solicitation of funding for education and community engagement programs.
4. Identifies and coordinates with the Executive Director opportunities that advance education and community engagement programs to serve new constituencies.
5. Provides leadership and oversight of the Portland's equity plan; guides staff in goal setting and implementation. Leads staff engagement initiatives.
6. Liaise with Metro's DEI team representing Portland's. Actively contributes to agency-wide DEI initiatives.
7. Actively participates on Portland's executive team towards strategic planning, goal

- setting, budgeting, and reporting to ensure effective decisions on Portland's policies.
8. Performs other duties as assigned including attends conferences, community and educational events, and performances.
 9. Serves as point and project leader for all Educational Outreach Program (EOP) events. Analyzes EOP events to evaluate successes and failures. Identifies EOP opportunities and takes necessary steps to vet opportunities.
 10. Gathers all materials needed for grant applications; writes and applies for grants to gain funding for Education Outreach Project.
 11. Researches areas of interest of diverse groups in the performing arts to provide opportunities for education and outreach.
 12. Develops and provides oversight of metrics for program evaluation and success.
 13. Forges relationships with community leaders in the field of education.
 14. Researches educational programs at other performing arts centers in the country and recommends best practices for Portland's. Uses this information to conceptualize and develop new programming as appropriate. Attends professional conferences and seminars to maintain current knowledge of information and resources in the arts education field including new standards and program evaluation.
 15. Plans and implements marketing and public relations for education and community arts programming in collaboration with the marketing department.
 16. Supervises the production of all educational support materials.
 17. Serves as lead for all branding and promotional materials surrounding the EOP.

Outreach related duties and responsibilities

1. Builds the Portland's brand in our community.
2. Works with local community organizations and serves as a representative of Portland's on issues that provide benefit to the community at large and Portland's.
3. Meets with leadership from diverse community groups in order to strengthen our ties with them and determine appropriate programming for their audience base.
4. Serves as a community liaison between Portland's Centers for the Arts and representatives in local performing arts, education and social justice organizations as well as civic leaders in their region. Drafts press releases, study guides, classroom materials, and other necessary documents for EOP events.
5. Forges relationships with corporate and individual donors.
6. Initiates and pursues partnerships and collaborations with local and regional organizations. Serves as a community liaison for Portland's Education Outreach Program. Works in collaboration with the development department to actively investigate, pursue, and develop sources of funding, develop proposals and prepare appropriate reports as they relate to sponsorship of EOP and community relations programs, to include:
 - a. Provides educational information and statistics as needed for grant requests
 - b. Serves as spokesperson for educational fundraising efforts when needed
 - c. Enhances and cultivates existing relationships with major funders of EOP to

- support the program's future goals and potential growth
- d. Includes objectives and goals which are in line with Metro's Diversity Equity and Inclusion Program.
7. Maintains discretion with confidential information

It is the responsibility of all Metro employees to:

1. Actively participate on committees and/or attend meetings as assigned.
2. Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability. This includes, but is not limited to:
 - Build and maintain positive relationships and contribute to a positive team atmosphere; engage others in ways that foster respect and trust
 - Encourage and appreciate diversity in people and ideas – seek to understand the perspectives of others
 - Provide excellent customer service – assist the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations
 - Practice continuous improvement - research new possibilities, contribute ideas and stay current in field of work
 - Demonstrate sustainable practices in applicable field and generally for resource use and protection
 - Work assigned schedule (if applicable); exhibit regular and predictable attendance
 - Practice safe work habits
 - Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
3. Perform assigned duties during an emergency situation.
4. Perform other duties as assigned.

JOB SPECIFICATIONS

Education/Licensing and Work Experience

- Five years of related experience and
- Bachelor's degree in Education, Theater, or Arts from an accredited college or university or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Knowledge, Skills and Abilities

- Commitment to and a passion for the arts and arts education
- Commitment to and passion for cultural diversity and equity
- Work under pressure with many priorities and deadlines
- Meet people with ease and work effectively with staff and volunteers
- Write education documents such as study guides

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- Strong written, verbal, interpersonal customer service skills
 - Strong organizational skills and attention to detail
 - Strong communication skills in English
 - Strong familiarity with grants, grant writing, and the process of securing foundation funds
 - Proficiency in both spoken and written Spanish language
 - Familiar with Hispanic culture and traditions
 - Comfortable with technical-based solutions
 - Perform all position essential duties and responsibilities
 - Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability
 - Work assigned schedule and exhibit regular and predictable attendance
 - Work in a safe manner and follow safety policies, practices and procedures
 - Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
 - Successfully pass the background check and screening requirements required for the position
 - Transportation required in order to commute for meetings and events outside the organization as needed

SUPERVISION RECEIVED

Report to Executive Director

SUPERVISION EXERCISED

Oversees Administrative Assistant and interns for the program

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

Standard office equipment is used

WORK ENVIRONMENT

Work is generally performed in a standard office environment where work pressures, disturbances of workflow and/or irregularities in the work schedule are expected and occur on an intermittent basis. Changes in the performance environment require occasional upgrading of skills. Minimal physical exertion is generally required. Learned physical skill is required to perform keyboarding and 10-key functions. Frequent reaching, walking, standing, lifting, stooping, or carrying of equipment and materials may be required. Incumbents may be required to lift and carry up to 10 pounds. As necessary to meet workload demands, works outside of typical schedule including evening/weekend hours. Work may require travel to off-site locations.

Classification description



The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro's visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.