

EAST BAY CENTER FOR THE PERFORMING ARTS

COMMUNICATIONS MANAGER

(Hybrid - Richmond, CA)

About East Bay Center for the Performing Arts

For more than 56 years, [East Bay Center for the Performing Arts](#) has been a cultural beacon in Richmond, California, engaging children and youth with transformative, tuition-free arts education. Our



programs are designed to create safe, rigorous, supportive spaces where young people can explore and express themselves through cross-cultural performing arts—catalyzing personal growth, community connection, and social change. Every day, our work at the Center demonstrates the power of art to unite and uplift people of diverse backgrounds and create new ways of seeing the world. East Bay Center serves 4,000+ children and youth each year from communities reflective of the city's demographics: 95% of our students are youth of color, 80% come from low-income families, and 40% are English language learners. Through the active creation of

original art, we emphasize social justice and the skill, effort, courage, and discipline needed to successfully prepare, create, and perform!

In our next 50 years, we aspire to engage thousands more youth and strengthen our role as a community hub and cultural anchor in Richmond. Despite their importance, affordable, culturally relevant, sequential musical and performing arts training opportunities for youth are scarce in Richmond. The need is clear: schools in our district face significant challenges in securing sufficient funding for the arts, and 90% of CA public schools do not meet state standards for arts education. East Bay Center fills this void through tuition-free, healing-centered performing arts programs at our main site (70+ weekly classes) and sequential arts education in 15 Richmond public schools.

The Opportunity

The Communications Manager—an exciting new role at the Center—oversees the implementation of communication strategies and initiatives that grow the organization's influence and impact. This is an time of growth and new leadership for the Center, which is pursuing a strategic plan that aspires to amplify East Bay Center's reputation and mission and increase the annual budget to support expanded work and impact. The Manager focuses on maximizing organizational visibility and promoting attendance at events and programs by managing external communication channels like social media platforms and websites. This role also leads media relations, developing communication and marketing strategies for targeted audiences through the creative development and delivery of content across print, digital, and electronic mediums as well as strategic community engagement events. Reporting to the Director of Advancement, this role has the opportunity to collaborate closely with the development department on donor relations messaging.



Developing Young Artists
Re-Imagining the World

339 11th Street
Richmond
CA 94801-3105

eastbaycenter.org

Key Responsibilities

Organizational Communications (70%)

- Amplify East Bay Center's reputation and mission by coordinating the effort to craft a clear, compelling public story that elevates the voices of people the organization serves
- Develop key public relations, marketing, and communications materials and lead editorial direction, design, production and distribution of all Center publications
- Act as the Center's representative with the media; develop and nurture relationships with journalists and social media influencers
- Collaborate with Director of Advancement to support Senior Leadership and the Board by providing scripts, talking points, opinion pieces and other communications; provide guidance and support for messaging at public appearances, media interviews and events
- Develop and post compelling content for all digital platforms and print publications; ensure consistent content and messaging across organizational channels
- Support the development team as a thought partner in creating key messaging for the Center's fundraising events and campaigns as needed
- Serve as point person for consistent and appropriate use of organizational branding in the Center's print and electronic materials such as letterhead, use of logo, brochures, etc.
- Collaborate with media coordinator on content collection; manage external developers and designers on long-range website enhancements and/or new website development and to administer updates
- Collaborate with internal operations to leverage Salesforce database in support of strategic communications and community engagement

Strategy, Planning, and Community Engagement (30%)

- Identify target audiences (parents/families, general public, donors/funders, media etc.) to collaborate with organizational leadership to design external communications strategy and outreach plans to effectively reach audiences with key messaging
- Collaborate with the Director of Advancement to develop goals and metrics and systems of monitoring to effectively measure the comprehensive public relations, marketing, and communications program
- Proactively increase youth involvement in narrative creation (social media, marketing pieces, etc.) to make platforms more relevant, engaging, and authentic in their reflection of the voices of our students
- Actively monitor and manage communications budget to ensure appropriate spending on key activities
- Support the programs team in managing neighborhood leadership development by developing messaging and delivering presentations to partner organizations, clients, volunteers, and neighborhood leaders to further increase awareness of East Bay Center, and heighten East Bay Center's service in the community

Ideal Candidate Attributes

Please don't hesitate to apply even if you don't meet all ideal qualifications - we value diverse perspectives and are committed to fostering growth within our team!

- Strong commitment to the Center's mission, constituency, and community; direct experience working directly on social justice causes and/or with youth is highly valued
- Demonstrates a commitment to cultural humility by actively seeking to understand and respect diverse perspectives, fostering an inclusive environment that values collaboration and mutual learning
- Minimum of 5+ years of experience working in communications; 2+ years direct experience at nonprofit organizations is preferred
- Outstanding communication and presentation skills, both written and oral required; ability to influence and negotiate with colleagues and external partners such as press/media strongly preferred
- Existing knowledge of Bay Area youth organizations and/or cultural arts ecosystem is highly desirable
- Excellent organizational skills; ability to multi-task and collaborate effectively with diverse audiences

Benefits and Culture

This hybrid position is based in Richmond, California. The Center believes each team member is vital to the organization's success. We serve and work in partnership with all and celebrate the diversity of our community, including people of all backgrounds, regardless of race ethnicity, gender identity, sexual orientation, and religious or spiritual affiliation or belief. Our staff and leadership demonstrate the ways in which our work is continually enhanced by a diversity of thought and perspectives. Our team prioritizes rest, restoration, and creativity as part of encouraging our teammates to live healthy, balanced lives. We celebrate the successes of our team and work collaboratively toward common goals in service of our shared commitment to social justice for youth in the face of systems of oppression.

We are offering a competitive salary range of \$93,800-112,600 based on qualifications. East Bay Center also offers a comprehensive benefits package that includes:

- Health, Dental, and Life Insurance
- Vision, Short- and Long-Term Disability
- Time Off Benefits - including Paid Sick Leave, Vacation, 12 Paid Holidays, Paid Family Leave (PFL), Bereavement Leave, Pregnancy and Pregnancy-Related Disability Leave and Accommodations, Reproductive Loss Leave
- Flexible work schedule
- Retirement, 4% Employer Contribution (after one year)

How to Apply

Please submit a thoughtful cover letter and resume to: Susannah Sallin, Search Consultant to Non-Profits, susannahsallin@gmail.com. We will respond to all applicants. Thank you.