



Job Description

Education and Engagement Director

Description: The Education and Engagement Director will advance the mission of the Wortham Center for the Performing Arts (WCPA) by supporting, creating and expanding arts education and engagement programs.

The **Wortham Center for the Performing Arts**, located in the heart of downtown Asheville, N.C., is a vibrant multi-venue performing arts complex that includes the **Diana Wortham Theatre** (500 seats), the **Tina McGuire Theatre** (100 seats), and the **Henry LaBrun Studio** (flexible-use space). Each season, the Wortham Center serves more than 55,000 people through a season of nationally and internationally acclaimed touring artists, a dynamic Student Series, a robust community class program, and by providing a home venue for more than 40 local organizations.

Responsibilities:

The Education and Engagement Director is a senior staff position and will create, implement and coordinate activities for the Wortham Center for the Performing Arts, by:

- Designing education programming and partnerships to extend reach and access
- Creating audience development strategies for educational and community programming
- Meeting an annual budget goal for revenue for educational and community programming
- Playing an active role in planning and meeting strategic goals as part of a staff team
- Energizing school programs to ensure they are of the highest quality and represent issues relevant to children, parents, and teachers
- Developing evaluation criteria to track the short- and long-term success of the effort
- Developing targeted marketing and promotion for educational and community activities
- Recruiting, hiring, and managing part-time and seasonal staff and interns for related programs
- Ensuring the Wortham Center engages all sectors of the community with close attention to equity, diversity, and inclusion principles
- Representing Wortham Center in the community and on national and regional platforms related to the role
- Providing on-site assistance, including guest artist logistics for pre-show events, master classes and other special projects
- Providing general assistance to the Managing Director
- Collaborating with the Box Office to facilitate communications, ticketing logistics, and general follow-up for school matinees and applicable programs
- Supervising, documenting, and reporting on events as required
- Taking an active role in the overall operations of Wortham Center
- Performing other duties as assigned

Qualifications:

- Minimum Bachelor's Degree in Arts Education, Performing Arts or related degree
- A passion for the arts and ability to be conversant in one or more art forms
- Five or more years relevant work experience, including high-level program design, audience development, staff supervision, and classroom, teaching or workshop leadership
- Knowledge of audience and community development process and design
- Outgoing personality with skills for engaging people both one-on-one and in a classroom setting
- Understanding of and experience with grant procurement, fulfillment, and reporting
- Excellent communication and interpersonal skills
- Excellent public speaking skills
- Excellent writing ability and organizational skills
- Curiosity, energy, enthusiasm and a desire to seek further knowledge and professional growth
- Proven ability to manage multiple tasks simultaneously
- Solid analytical and problem-solving skills, with the ability to work independently
- Excellent computer skills with experience using word processing, spreadsheet, database, and presentation software

Special Considerations:

- Will often be required to walk, stand, sit, and lift up to twenty-five pounds
- Requires a valid North Carolina Driver's License and clean driving record
- Ability to work with minors
- Variable hours with night and weekend work required, based on project and performance schedules
- Periods of high volume/workload may be required

The position target start date is December 1, 2025. Wortham Center for the Performing Arts offers a competitive salary contingent on experience and qualifications from \$52,000 - \$58,000, and excellent benefits such as health, dental, life insurance, Flexible Spending Account, parking, and generous paid time off. The Education and Engagement Director is an in-person, full-time exempt position.

Application:

Submit a cover letter and current resume as one document to opportunities@worthamarts.org by November 14. Please use "Education and Engagement Director" as the subject line. No calls or drop ins.

The successful candidate for this position will be subject to a comprehensive pre-employment background check, including but not limited to social security verification, education verification, national criminal background checks, motor vehicle checks, PATCH, FBI fingerprinting, Child Abuse Clearance and credit history based upon the requirements of the position.

WCPA is an equal opportunity employer and does not discriminate on the basis of race, color, marital status, religion, gender, gender expression, age, sexual orientation, veteran status, national origin, genetic information or physical or mental disabilities that do not hinder performance of essential job tasks.

WCPA is committed to recruiting, supporting, and fostering an equitable, diverse, and inclusive community of outstanding staff members and volunteers. Those who share this goal are encouraged to apply.