



## **Eagle's Point Program Director**

Positive Points: Star Theatre and Gymnasium at Eagle's Point

Reports to: Vice President of Development

Direct Reports: Operations Coordinator

### **About Positive Points: Star Theatre and Gymnasium at Eagle's Point**

Positive Points is committed to creating sustainable opportunities to support Preble County and its residents. We strive for a community that supports its residents through a living wage and good quality of life. In addition to other programs and facilities, Positive Points owns and operates The Star Theatre at Eagle's Point and The Gymnasium at Eagle's Point. The theater hosts first run and classic movies as well as music, lectures and other live events and rentals. The gym is available for sports use as well as event rentals. Both properties are inside of Eagle's Point, a redevelopment of the historic Eaton High School. [www.thinkpositivepoints.com](http://www.thinkpositivepoints.com)

### **Purpose of the Position:**

The Director position is an opportunity for an energetic and enthusiastic individual to create programs that enhance the quality of life for Preble County residents. This position is both strategic and tactical and will work closely with the Vice President of Development and President of Positive Points. The Director will be a core team member with essential responsibilities in our facility-based programs and services, working under the direct supervision of the Vice President of Development. The Director will lead operating, marketing, customer and business development efforts while creating new strategies to reach and retain patrons and audience members. The director will have a core role in ensuring the quality of operations, which are foundational to programming and growth.

## **Responsibilities Include:**

### **On-Site Management and Administration**

Programming is focused on Theatre programming (70%) and Gym Programming (30%), with priority on the following:

Movies, Performing Arts , Sports (club) Rentals, Community Events, Parties and Private Rentals..

-Serve as Manager on Duty along with other staff members, opening or closing the facility as appropriate, answering client questions and problem-solving on site.

-Upkeep Facility as needed (cleaning, restocking, inventory, and facility set-up)

- Purchasing of all inventory for concessions, cleaning supplies, sporting needs and other goods or equipment with approval from leadership.

· Interact with customers via phone, email, social media, in-person and other ways to handle inquiries and concerns.

· Serve as Front of House for performances and events.

-Develop sports programming, performance programming and community events that are sustainable and support the mission of Positive Points.

· Lead scheduling, contact, contracts and all necessary communication and support for performances, productions, rentals and events.

· Contribute to ongoing improvement and growth of processes, operations, and team development.

### **Marketing**

· Help develop creative and mission-focused messaging that effectively articulates the special role and impact of the facilities in the community, ensuring organizational wide communication is well-coordinated

· Work with leadership to ensure information flows between Eagle's Point properties and Positive Points.

· Draft external communications ensuring accuracy and consistency of voice and brand.

· Create and maintain the annual marketing calendar

- Regularly update and report interactions on Social Media accounts including Instagram, Twitter, Facebook and LinkedIn or other platforms as determined.
- Actively grow community connections.
- Create graphics and manage all web-based marketing tools, including social media posts and engagement, blogging, and updating material on the website
- Design flyers, postcards, and web media (Playbill, Ads, partnerships with local restaurants, etc.)
- Attend neighborhood fairs, meetings, and events in the community
- Track and improve client engagement; develop communication strategies and incentives for different types of patrons

#### Minimum Requirements:

- College degree or a minimum of 5 years related experience
- Appreciation of community development, film, sports, and performing arts
- 3-5 years experience in programming and management
- Expertise in communicating brand messages through social media platforms
- Ability to communicate well in written and verbal language
- Proficiency with office software, i.e. Google Workspace, Microsoft Office, Adobe, design software including: Adobe and/or Canva, social media including Instagram, Twitter, Facebook and LinkedIn, mass email clients such as Mailchimp or constant contact, patron databases, and Wix or comparable point of sale software
- Ability to carry 50 pounds

#### Skills Required:

- Superior writing and editing skills
- Outstanding oral communication skills
- Excellent database skills
- Accustomed to working on multiple projects with different deadlines simultaneously
- A stickler for details and quality
- A caretaker of sensitive information about clients and partners
- A strong self-motivator

- An advocate for community growth and development
- Self-starter who does not require supervision to accomplish tasks of a high quality
- Strategic thinking and creativity
- Ability to provide quality customer service
- Passion to connect performing artists and guest lecturers with the community
- Strong organizational skills and attention to detail

This is a full-time exempt position. This position will be based on-site at Eagle's Point offices with the ability to work from home 20-30% of the time. Weekend and evening work also required as needed for program success. Hours vary.

#### **About Compensation and Benefits**

- The salary for this role is \$50,000
- Access to the Theatre and Gymnasium
- Vacation and sick leave policy

#### **Equal Opportunity Employer**

Positive Points is committed to recruiting and employing individuals without regard to race, color, religion, creed, age, gender, gender identity, sex, national origin, ancestry, marital status, pregnancy, familial status, ability, veteran status, sexual orientation, size, status with regard to public assistance, or genetic information.

Please email your cover letter, and resume in pdf format to [Vicky@thinkpositivepoints.com](mailto:Vicky@thinkpositivepoints.com) and include Eagle's Point Director in your subject line.