



Events Promotions and Field Marketing Coordinator, Grand Park

As L.A.'s premier performing arts destination, The Music Center convenes artists, communities, and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The \$70 million non-profit performing arts organization has three divisions: TMC Arts, TMC Ops and TMC Business Services. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, which include Walt Disney Concert Hall, Dorothy Chandler Pavilion, Ahmanson Theatre and Mark Taper Forum; on Jerry Moss Plaza; outside at Grand Park, a 12-acre adjacent green space; in schools and neighborhoods all over Los Angeles County; and on a digital platform called *The Music Center Offstage*. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as K-12 arts learning programs, workshops, performances, interactive experiences and special events. TMC Ops manages the theatres, the plaza, and Grand Park, which comprise \$2 billion in county assets, on behalf of the County of Los Angeles. TMC Business Services includes Advancement, Human Resources, Finance, IT and Marketing and Communications. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil.

We are seeking a knowledgeable, organized, passionate **Events Promotions and Field Marketing Coordinator, Grand Park** to join the Grand Park team. Grand Park is part of TMC Arts, the programming division of TMC. TMC Arts, The Music Center's programming engine, provides year-round programming across multiple departments (including Grand Park) that shares engagement as the driving curatorial value—providing artistic experiences that are relevant to Los Angeles' diverse communities and aligned with its fundamental civic responsibility as stewards of public funding and public space. Events Promotions and Field Marketing Coordinator, Grand Park helps to achieve The Music Center's mission of deepening the cultural life of every Angeleno and further Grand Park's vital role as LA's Park For Everyone. We present free year-round programming including fitness/wellness programs, weekly lunchtime food trucks, theatrical and dance presentations, site-specific performances, music events, holiday celebrations, video and art installations, and mid-size events, often in collaboration with community partners. Grand Park also produces large scale events for up to 75,000 guests with multiple stages, pyrotechnics/fireworks, and large-scale projection.

Reporting to the Marketing Manager, Grand Park, the qualified candidate will coordinate all the important components of event promotions and marketing event/program operations, integral aspects of how many experience Grand Park.

DUTIES AND RESPONSIBILITIES:

- Acts as a liaison between Grand Park programming and Marketing teams for all information flow and schedule coordination

- Works with the Grand Park team and consulting graphic designer to ensure all necessary creative deliverables are met and assets provided to the appropriate parties (slates, signage, custom creative, ad servicing)
- Sources and organizes all partner, artist, vendor information in order to support information needed for creative, media, etc.
- Creates and executes onsite event operations signage (working with production, programming, Grand Park Marketing and The Music Center Advancement teams as well as graphic designer)
- Oversees brand ambassador staffing
- Creates branded swag and giveaways for Grand Park events and promotions
- Supports Marketing team and Music Center communications team at events as needed
- Drives new efficient processes to support Marketing and Programming team internal communications
- Creates and manages event promotions and operations schedules related to those promotional initiatives
- Coordinates outreach marketing efforts to reach local communities
- Coordinates onsite data collection execution and data management (i.e., audience surveys and other surveying or onsite impact measurement data collection)
- Translates insights into multicultural targets to support Grand Park marketing team's strategic actions.
- Collaborates closely with members of the Marketing, Advancement, and Programming teams at The Music Center in order to ensure alignment of all organizational efforts.
- Provides project status updates to Grand Park Marketing Manager
- Work evenings, weekends, and holidays as needed
- Other duties as assigned by Marketing Manager

REQUIREMENTS AND QUALIFICATIONS:

- Up to 2 years of marketing and communications and/or events promotions experience.
- Bachelor's degree
- Experience in events/experiential marketing and marketing promotions required; arts and culture work experience preferred.
- Experience managing multiple information flows, creating systems, keeping organized and executing deliverables on-time.
- Experience working with graphic design/creative services preferred.
- Highly collaborative style.
- Impeccable communications skills, both verbal and written.
- Experience working with a range of small independent stakeholders such as artists and/or creative entrepreneurs.
- Detail oriented.
- Highly organized.
- Ability to manage multiple complex projects simultaneously.

WORK WEEK SCHEDULE: Currently, the TMC Arts staff practice a hybrid (mostly remote with scheduled onsite team meetings) weekly schedule and work onsite/in person for live events. Standard hours are approximately 9-5 Monday to Friday with adjustments to accommodate programming needs. Most events are nights and weekends.

VACCINATION POLICY: The Music Center requires its employees to be vaccinated against COVID-19 with one booster, subject to certain exemptions as required by law. New hires working at The Music Center must be fully vaccinated no later than 60 days after hire and until they are fully vaccinated will be required to submit weekly proof of negative laboratory COVID-19 test and submit to additional masking and social distancing requirements. Please contact The Music Center's Human Resources Department for a copy of the vaccination policy.

SALARY: This is a non-exempt hourly position. The weekly administrative schedule is 35 hours/per week. As an hourly position, this role is eligible for overtime pay. Compensation package includes medical, dental and vision health plans, welfare insurance benefits, 401k plans, vacation, and sick days.

To apply, please click [here](#).

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED.

EQUAL OPPORTUNITY EMPLOYER