



**Tubac School of Fine Art**  
**Position: Director, TSFA**  
**Full time Exempt Salaried**  
**Salary DOE**

**Overview:**

- Responsible for all programming and planning of art workshops and classes
- Create and manage the TSFA website, graphic design, digital advertising and social media
- Responsible for marketing and public relations
- Responsible for overseeing all aspects of operational tasks involved in hosting workshops and classes
- Work with TCA staff to write and submit grant proposals, spearhead potential partnerships/collaboration and research possible grant opportunities

**General:**

**I. Operations – 70%**

- Set yearly goals
- Develop a workshop and class schedule annually.
- Responsible for website contents, maintenance and updates.
- Work with TCA staff to prepare annual TSFA budget
- Research and secure instructors for workshops and classes
- Write contracts for all contracted art instructors
- 
- Set up and manage website listings for all workshops and classes
- Provide training sessions for all new employees or volunteers
- Work with staff and volunteers for special events to promote Tubac School of Fine Art
- Track workshop and class sales and provide reports to bookkeeper and Executive Director.
- Oversee all aspects of operational tasks involved in hosting workshops and classes including scheduling operations, sales, studio operations, obtaining w-9 for instructors and coordinating with accountant to pay contractors,
- Recruit and train workshop host volunteers on basic art concepts and information about Tubac School of Fine Art.
- Oversee Studio Assistant who is responsible for:
  - SCHEDULING SYSTEM OPERATIONS:Scheduling Student over the phone, Scheduling Student in Person, Assessing status of a class or workshop, Checking students in to the system, Adding contact information to the system, Applying Coupon codes
  - CASITA OPERATIONS:Casita Pre Check-in System, Casita Cleaning coordinated, Stocking Casita with necessities

- STUDIO OPERATIONS: Studio set-up, Studio Atmosphere, Studio Operations, Studio Maintenance, Supplies
- ROUTINE WORKDAY TASKS: voicemail, email, check in with Asana for task management
- COMMUNICATIONS: Maintains email communications with attendees and instructors.

### **III. Marketing and Promotion: 30%**

- Create/design seasonal printed catalog of workshops and classes
- Responsible for marketing & production of printed materials for all TSFA programs and events.
- Work with the appropriate staff to schedule regular eNEWS communications.
- Manage all social media
- Draft and distribute press releases
- Create and send monthly event listings to the appropriate local outlets including the Chambers of Commerce, newspapers, magazines and websites
- Create/design advertisements as needed for electronic and print publications.

#### **Preferred Qualifications:**

- Bachelor's degree in art education or related field and/or business/non-profit management combined with art related work experience.
- Experience working in a collaborative team.
- Grant writing experience.
- Proficient with MAC computers.
- Knowledge & experience with InDesign, Photoshop, Canva, and other design software as needed MAC
- Knowledge & proficient experience with Internet based networking & web-based software.
- Knowledge & proficient experience with Microsoft programs, (Word, Excel, Powerpoint)
- Knowledge & proficient experience with Google Workspace Platform (sheets and docs)
- Knowledge & proficient experience with Airtable and Asana

*Tubac School of Fine Art is the adult education division of Tubac Center of the Arts, a small non-profit organization. All staff must be able to wear many hats. Customer service is of primary importance, as well as flexibility, and the ability to work in a highly collaborative environment.*

For consideration, please email a cover letter and resume to [Directo@TubacSchoolOfFineArt.org](mailto:Directo@TubacSchoolOfFineArt.org).