

Creative Content Developer Position Description

TITLE: Creative Content Developer

REPORTS TO: Director of Marketing

DEPARTMENT: Marketing

FLSA: Full time Exempt

DATE: 05/04/2022

POSITION DESCRIPTION:

Woolly Mammoth's Creative Content Developer acts as the chief steward for all visual, audio, and typographical representations of the organization's brand ranging including illustrations, website, imagery, video, and typography. They maintain brand consistency and style across the organization.

Reporting to the Director of Marketing, the Creative Content Developer collaborates with cross-departmental colleagues in Marketing, Connectivity, Development, and Artistic to create collateral that matches the mission-led artistic work on our stages in support of all our programming and overall institutional goals. Responsibilities include all aspects of graphic design from art direction to layout to production of materials.

DUTIES & RESPONSIBILITIES:

- Design of all Woolly collateral institutionally, seasonally, production, and event-based.
 - *Web and Email*
 - Digital advertising collateral
 - Graphics for social media organic and paid posts (Facebook, Instagram, and Twitter)
 - Email graphic production and design oversight
 - Optimizing graphics for the web
 - *Print*
 - Brochures
 - Advertisements
 - Playbills
 - Posters and postcards
 - Invitations
 - Signage
 - *Display*
 - Street banners
 - Digital lobby displays
 - Metro pylon banners
 - Metro rail car ads
 - Bus Shelter Ads
 - Lobby designs
 - Video
 - Filming & editing
 - Sound
 - Animation /motion graphics
 - Voiceover
 - Other design needs include, but are not limited to: business cards, one-off promotional materials for events like TheatreWeek Kick-off and Pride, Nametags, photography, and other miscellaneous requests.

- Serve as a primary administrator of Woolly's Wordpress website and work alongside the Ticketing & Web Manager to build new season, show, and event pages, test ticketing integrations, and maintain an up to date version of the site.
- All other duties as assigned.

Company-Wide Responsibilities:

- Commit to Woolly's policy of anti-racism and radical inclusivity. This includes participating in anti-bias/anti-harassment training, familiarizing yourself with the policies in the employee handbook, using Woolly's Liberation Library as an educational resource, engaging in EDI work at Woolly, and furthering your own independent journey with anti-racism.
- Cross-departmental collaboration, including participating in at least one Woolly working group, committee, and/or taskforce outside of your own department.
- Advocate for policies both internally and externally that further advance Woolly's stated values on an organizational, local, and national scale.
- Contribute in meaningful ways to the culture. See "Our Culture at Woolly" section below for more information.
- Act as an ambassador for Woolly Mammoth in the local community and beyond.

QUALIFICATIONS:

- **Experience:**
 - 1+ years experience in graphic design
- **Essential Knowledge, Skills, and Abilities:**
 - Proficient with the Adobe Creative Suite.
 - A history with creating and/or maintaining a visual brand.
 - Able to collaborate well with colleagues, integrating their input into the design process.
 - Able to create and maintain good working relationships with advertising and print contacts.
 - Videography / Photography.
 - Video editing (iMovie, Premiere Pro, or other software).
 - Experience updating or designing elements for a website (Wordpress CMS preferred).
- **Other Skills or Qualities:**
 - Active engagement and leadership development in your individual position is integral to the overall health of our organization. This will be reviewed and defined with your supervisor to set individual goals. Woolly encourages employees to take personal responsibility and pride in their work.
 - See the larger picture and pull out the relevant details to diagnose problems. Think creatively about how to solve problems including new ways of working together. Woolly values innovative thinking, big ideas, and bigger passion.
 - Collaborate with and adapt to a wide variety of people and personalities, working styles, and artistic visions.
 - Extremely well-organized with the ability to work quickly to meet tight deadlines.

WORKING CONDITIONS:

- Normal office environment.
- Extending viewing of computer screens.
- Some evening and weekend work required.
- Ability to work remotely with approval from supervisor.
- Some travel required.

- Woolly Mammoth Theatre Company is located in Washington, D.C.'s Penn Quarter neighborhood. It is air-conditioned, located in a wheelchair accessible building, and in close proximity to public transportation.
- Woolly is currently operating under a hybrid work schedule, with both in-office and remote work available, subject to reevaluation.

COMPENSATION:

- **Starting Salary:** \$47,500
- Woolly Mammoth Theatre Company recognizes that conversations about salary can be difficult. In recognition of the necessity for top-tier talent, we strive to provide pay that meets the market by leveling with industry peers to determine the pay range for each position. Where the employee falls in that range is determined by experience and skill set. Woolly will work hard to administer the compensation program in a manner that is transparent, consistent, and equitable across the company.

OUR CULTURE AT WOOLLY:

At Woolly, our culture is driven by our stated core values of radical inclusivity, creative risk-taking, relentless inquiry & experimentation, world-class excellence, and innovation. We expect both personal and collective accountability in how these values are applied to the work of each employee of WMTC. We acknowledge that Woolly Mammoth has upheld and benefited from systems of oppression in our country and we aim to do better; using the principles of anti-racism to guide our actions and decision-making. How we do things is as important as what we do, and we expect our core values and anti-racist practices to influence the way we work together as a team. We strive to center openness, integrity, and care in our policies, processes, and how we interact with one another. We embrace a culture of transparency, accountability, and mutual respect as the foundation of all our collaborations, both inter-departmentally and externally. We take seriously our role as a civic leader, and strive to address local and national challenges using our knowledge, skills, commitment, and resources. As part of this work, all employees are expected to develop meaningful internal and external relationships that are mutually beneficial and impact-aware. We believe that everyone in the Woolly community is worth engaging in conversations about the art we make and how that art intersects with the world. We lean into the unconventional, especially if a nontraditional and inventive approach will help us reach new understandings of our art form, our industry, and our world.