

**Acción Latina**  
**Cultural Arts Manager**  
**Job Announcement**

Position Open Until Filled

**POSITION SUMMARY**

The Cultural Arts Manager position requires a person who is creative, energetic, well organized and passionate about ensuring access to the arts for historically underserved populations. The Cultural Arts Manager will work with the Executive Director to develop and implement an annual calendar of visual, literary, and performing arts programming that showcase the talent of established and emerging Latino artists. The Cultural Arts Manager will oversee all components of Acción Latina's art gallery operations—including the extended outdoor performance and exhibition area —will supervise cultural arts interns and volunteers, and along with the Executive Director, will serve as a liaison with our cultural arts partners. This position reports to the Executive Director.

**ABOUT ACCIÓN LATINA**

Acción Latina is a nonprofit organization founded in 1970 whose mission is to promote cultural arts, community media, and civic engagement as a way of building healthy and empowered Latino communities. We fulfill our mission by producing a rich array of cultural arts programming each year and by producing a free, biweekly newspaper, *El Tecolote*, which is the longest continuously published bilingual newspaper in California. In 2000, Acción Latina purchased a 3,234 square foot building in the heart of San Francisco's Mission District, on 24th Street in the area now known as the Latino Cultural District. In 2015, we renovated our storefront to create the Juan R. Fuentes Gallery, which now showcases the work of established and emerging artists whose art depicts the nuances of Latino life.

**RESPONSIBILITIES**

Cultural Arts Programming:

- Work with the Executive Director and the Curatorial Committee to develop strategies and an implementation plan for ongoing solicitation and selection of visual artists who will exhibit their work in the Juan R. Fuentes Gallery
- Work with visual artists on all aspects of exhibition preparation, promotion, installation and de-installation
- Collaborate with internal videography team and *El Tecolote* Editor-in-chief to develop multimedia profiles of each visual artist for promotional and documentation purposes
- Manage and assist the cultural consultant hired to implement a regular program of small ensembles within Acción Latina's outdoor patio venue
- Facilitate planning and implementation of the annual Encuentro del Canto Popular event, including management of independent contractors, performing artists, and volunteers

- Work with internal communications staff on all promotional efforts for cultural arts activities and events
- Work with the Executive Director to develop the annual calendar of cultural arts programming and to develop longer-range plans and evaluation to ensure program effectiveness and sustainability

#### Gallery Management:

- Manage and supervise personnel associated with the installation and de-installation of all gallery exhibitions
- Oversee general gallery maintenance between de-installation periods
- Develop and manage policies and procedures related to internal use of the gallery as well as rentals to outside groups
- Work with Office Manager to maintain concession area and ensure proper accounting of concession and merchandise sales
- Work with the Executive Director to ensure adequate gallery staffing at all times.
- Ensure the physical and digital documentation of each exhibition reception and corresponding events including but not limited to: archiving printed materials (i.e. promotional postcards, brochures, posters, news articles) and photographing and uploading images to our social media platforms
- Calculate the day-to-day gallery analytics by: tracking gallery attendance; monitoring progress during the planning stages of the exhibitions; tracking art sales; inputting new newsletter subscribers into our e-blast database (Mailchimp)
- Communicating with customers regarding delivery or pick-up of purchased art

#### Communications:

- Create a bilingual press release for each gallery exhibition
- Design the printed and digital promotional materials for each exhibition and cultural arts event including but not limited to: poster, postcards, flyers, and informational brochures
- Work with the Communications Manager to develop a promotional tasklist work plan
- Work with the Communications Manager to share promotional materials such as photographs and digital promotional files to be uploaded to our various social media websites
- Upload details for each event onto various SF Bay Area online calendar listings

#### Community Engagement:

- Develop and maintain relationships with community organizations that serve immigrant and other populations that are historically underserved in the arts
- Develop targeted strategies to reach underserved communities
- Monitor Acción Latina's cultural arts program audience demographics and refine strategies as needed
- Serve as Acción Latina's representative on the Latino Cultural District Cultural Assets and Arts Committee

This is a full time position.

To Apply: Please email resume and cover letter to: [Humanresources@accionlatina.org](mailto:Humanresources@accionlatina.org). The position is open until filled.



