

**Broadway Green Alliance**  
**Assistant Director**  
**Job Description 2021**

**ABOUT THE ORGANIZATION:**

The Broadway Green Alliance (BGA) is an industry-wide initiative that educates, motivates, and inspires the entire theatre community and its patrons to implement environmentally-friendlier practices.

The BGA, launched in 2008 in collaboration with the Natural Resources Defense Council, is an ad hoc committee of The Broadway League and a fiscal program of Broadway Cares/Equity Fights AIDS.

Core Principles:

- It is impossible to be 100% “green” - we can only be greener. Each of us can begin by doing something to benefit our environment today, no matter the size of the action.
- The climate crisis is the result of millions of decisions and it demands action - big and small - from each of us. Change results from the cumulative effect of our actions.
- Climate neutrality is insufficient. In order to lessen the damage caused by climate change and restore our climate to historically safe levels of atmospheric CO<sub>2</sub>, the BGA works to promote climate positive action and commitments.
- We must build an equitable and just climate movement and address the disproportionate effect of environmental degradation on poor and BIPOC communities. There is no climate justice without racial justice.

**OVERVIEW:**

We are seeking a full-time Assistant Director to play a pivotal role in advancing the future of sustainability in the theatre community. The BGA operates at the intersection of theatre and the environment, and we are looking for someone with passion for both. Experience in each area is valuable but not required.

The Assistant Director will report to the Director. They will work closely together in a small team environment. Assistant Director responsibilities include maintaining day-to-day operations, planning and executing virtual and in-person events, managing our in-office recycling collections and Green Captain programs, developing social media content and email communications, and serving as a primary point of contact for queries from the community. To be successful in this role, you should excel in workflow management, project coordination, and people management skills.

All BGA staff and volunteers are expected to understand and embrace our mission statement and core principles, and share our commitment to justice and anti-racism in our operations and practices.

If you are a passionate self-starter who values friendliness, teamwork, diligence, tenacity, and humor - and is excited to join this growing organization at a critical moment for our planet - we'd love to hear from you.

#### **DUTIES AND RESPONSIBILITIES:**

- Managing communications within our general inbox, including but not limited to volunteer, member, and program sign-ups;
- Creating content and upkeeping a strong presence across social media platforms;
- Managing in-office recycling collections, including maintenance, pick-ups, and drop-offs;
- Assisting with planning and running events and community activities, virtual and in-person, such as panels, conferences, Town Halls, the Broadway Flea Market, and BGA semi-annual collection drives;
- Attending and running meetings, including setup and breakdown, and preparing minutes when necessary;
- Preparing monthly and quarterly newsletters and other audience segmented communications;
- Maintaining a network of relationships with community organizations, partners, businesses, and individuals within the theatre community;
- Increasing our outreach efforts and recruiting new members;
- Assisting with fundraising efforts including donor engagement, data collection, and social media campaign creation;
- Maintaining Google Suite files and application organization (Canva, Mailchimp, Squarespace, for example);
- Overseeing, recording, and maintaining all data related to programs, membership, communications, etc.;
- Assisting with intern management;
- Administrative duties, including data management.

#### **JOB QUALIFICATIONS:**

- **Requirements:**
  - Bachelor's degree or equivalent work experience.
  - A commitment to actively building a diverse, equitable, inclusive, and anti-racist community.
  - Strong background in social and environmental sustainability issues.
  - Background and strong interest in theater.
  - Excellent written and verbal communication skills.
  - Strong computer skills, including data management. Preferred background in some or all of the following: Squarespace, Mailchimp, Canva, Photoshop, video

editing software, Powerpoint/Google Slides.

- Basic graphic design skills.
- Strong knowledge of and interest in social media and analytics reporting (Twitter, Instagram, and Facebook required).
- Exceptional organization, flexibility, and adaptability.
- Effective at demonstrating empathy, listening for understanding, and facilitating difficult conversations.

- **Qualities:**

We are looking for a(n)...

- **Independent Worker.** You are a proactive and independent worker, able to self-manage and prioritize as well as collaborate with others on your team.
- **Communicator.** You have excellent written, verbal, and interpersonal communication skills.
- **Ability to manage schedules and timelines.** You are able to manage deadlines. You can prioritize, triage, and delegate.
- **Willingness to learn.** You are open to learning new skills that might not be in your skillset already. You are eager to learn, practice, and use them.
- **Team Player.** You are not afraid to roll up your sleeves to get things done. You are solutions-oriented and resourceful, but your ego does not interfere with you asking for help when needed.
- **Passion.** You have a love for the environment and theatre, a strong commitment to activism and justice, and a genuine belief in the BGA's mission.

- **Physical Ability:** Primarily sedentary work. Requires ability to work at a computer. Ability to physically move recycling collections and event materials around the theatre district preferred, but not required.

**SCHEDULE:**

Full-time position requiring a minimum of two days per week onsite in our Times Square office. Occasional weekend and evening hours.

We believe strongly in a work-life balance and are committed to flexibility and keeping the workload in alignment with the true hours worked.

**COMPENSATION & BENEFITS:**

\$45,000 per year, plus excellent medical and dental benefits through Broadway Cares/Equity Fights AIDS.

Per Broadway Cares/Equity Fights AIDS policy, the Assistant Director is eligible for commuter benefits, 401(k) plans, and other benefits. You will receive two-weeks paid vacation annually, plus an average of 12 paid days off per year in line with observed federal holidays.

**TO APPLY:**

Please send a cover letter and resume in PDF form to: [jobs@broadwaygreen.com](mailto:jobs@broadwaygreen.com). Please include "BGA Assistant Director\_Your Name" in the subject line.

The BGA is proud to be an Equal Opportunity Employer and is committed to creating an equitable, inclusive, and accessible environment for all staff and members. We are dedicated to building a culturally diverse work environment - women, non-gender-binary/trans individuals, BIPOC (Black, Indigenous, and People of Color), individuals with disabilities, and other underrepresented groups are strongly encouraged to apply.

**Application Deadline:** July 12, 2021

**Application Process:** Applications will be reviewed as they are received. All applicants will receive confirmation of receipt and will be notified if they are selected for an interview. There will be 2-3 rounds of interviews. The first interview will be conducted by Zoom with subsequent interviews either conducted in-person at our Times Square office or remotely.