

**Job Title:** Administrative Assistant/Digital Marketing Assistant

**Location:** 2701 Johnston Street, Ste. 213, Lafayette, LA, USA

**Employment Type:** Part Time- 30 hrs per week

**Schedule:** Flexible, some evenings and weekends may be required

### **About PASA**

Performing Arts Serving Acadiana (PASA) is a presenting performing arts organization based in Lafayette, LA. PASA offers entertainment in multiple disciplines focusing on dance, theater, classical and jazz music, along with other genres. This organization is a not-for-profit which is led by Executive Director, Jacqueline Lyle, who has decades of experience leading the community in the arts. PASA relaunched its first performing arts season in 2021, bringing lively arts back to the Heymann Center stage. The organization continues to serve the community by providing quality live entertainment and local access to the arts.

### **Our Mission**

PASA provides local access to performances by nationally and internationally-known performing artists and ensembles, as well as outreach and residency activities--including master classes, workshops, and other sessions- for aspiring artists and to create paid performance opportunities for this area's performances.

### **Position Overview:**

We seek a dynamic and highly organized **Administrative Assistant / Digital Marketing Assistant** to join our team. This role is ideal for a team player who is detail-oriented, tech-savvy, and enthusiastic about performing arts. The successful candidate will be responsible for providing administrative support while also supporting social media and digital marketing efforts.

### **Key Responsibilities:**

#### **Administrative Support:**

- Maintain and update data bases
- Answer and direct phone calls in a professional manner
- Participate in staff meetings
- Organize and maintain digital and physical filing systems
- Prepare documents, proposals, reports, and correspondence using Microsoft Word and Excel
- Provide general office support, including ordering supplies and handling mail

**Performance Event Support:**

- Assist with front of house operations
- Assist with artists' hospitality, catering, etc.

**Digital Marketing Coordination:**

- Participate in planning and executing social media campaigns
- Monitor engagement and respond to comments/messages
- Support email marketing design and basic graphic creation (Canva or similar tools)
- Track and report basic marketing metrics
- Maintain and update the website as needed
- Assist in editing and designing PASA's weekly email blast

**Required Skills & Qualifications:**

- Proficiency in Microsoft Office Suite (Word, Powerpoint and Excel)
- Strong written and verbal communication skills
- Prior experience managing professional social media accounts
- Comfortable using phones and interacting with clients or customers
- Highly organized, with excellent time management skills
- Creative mindset with attention to detail
- Reliable transportation
- Ability to work a flexible schedule, including occasional evenings or weekends

**Preferred Qualifications:**

- Experience with website editing (e.g. Go Daddy)
- Familiarity with basic design tools (e.g., Canva)
- Previous experience in a marketing, communications, or administrative role
- Bachelor's degree preferred, but not required
- Experience with creating and designing email blasts (e.g. Mailchimp)

**To Apply:**

Please submit your **resume**, a brief **cover letter**, **three references and their contact information**, and **examples of any relevant work** (e.g., social media content, writing samples) to <https://forms.gle/beU9Bt9nAW8E8QrN7> .