

Responsibilities: Now and Future

My responsibilities have grown since arriving at the Phipps from solely digital marketing (namely emails and social media) to greater management of information and technical communication. Likewise, my role can continue to evolve for the growing and changing needs of the Phipps.

Current Responsibilities

My current responsibilities include elements of design, marketing, communications, and technical management. You can review my work anywhere on the Phipps social media sites, on ThePhipps.org, and, if you're on the lists for emails, marquees, and the community reports, even in your own emails inboxes or on your coffee tables!

- Emails
 - Biweekly What's Abuzz community newsletter
 - Donation drive emails
 - Targeted performance emails
 - Classes announcement and marketing emails
 - Any other emails requested by administration
- Social media
 - Design of social media graphics
 - Creation and scheduling of social media posts
 - Management of social media messaging, for community questions and comments
- Website management
 - Creation of new pages
 - Administration of redirects
 - Manipulation of existing photos and artwork to fit different items
 - Troubleshooting of broken or poor-performing aspects of the website
 - Writing new content for pages
- Graphic design
 - Creation of static and animated social media graphics
 - Creation of artwork for all concerts and special events
 - Manipulation of theater artwork from outside designer

Potential Future Responsibilities

Presented here are responsibilities that I do not currently oversee but have the ability to. Having me perform these duties would require me to work full-time for the Phipps.

- Graphic Design:
 - Design of the marquees, community reports, and other brochures
 - Design of logos, graphics, and artwork for plays, musicals, special events, and dance theater performances that can be fully manipulated and modified throughout the year
- Marketing:
 - Creation and delivery of physical marketing endeavors such as press releases
 - Development of any new marketing, technical, or communications projects that are proposed
 - Regular acquisition of photos and materials from Phipps events due to more frequent visits to the building.
- Social media:
 - Exploration of new social media endeavors, namely YouTube Shorts (a popular American alternative to TikTok)