

JOB DESCRIPTION
MANAGER OF COMMUNICATIONS AND MARKETING
THE FINE ARTS ASSOCIATION

Job Title:

Manager of Communications and Marketing

Primary Purpose:

To advance and support the mission of The Fine Arts Association through the development, oversight and coordination of comprehensive marketing, public relations and internal and external communications.

Essential Duties and Responsibilities:

- Creates, implements, and measures the success of the organization's marketing and communications plan.
- Develops and monitors an annual budget for the Communications and Marketing Department.
- Manages, grows, and assures consistent communication of image and brand in accordance with the organization's identification standards, including letterhead, use of logo, brochures, etc.
- Coordinates, edits, produces and disseminates all printed materials and publicity for educational and performance programming through database, website and media management.
- Crafts and pitches stories about organization news and other initiatives that add value to media outlets, journalists and the community.
- Builds and manages organization's social media profiles and presence.
- Manages email campaigns, including template designs, calls-to-action, and content.
- Creates and updates website content in collaboration with organization's website designer.
- Develops and maintains positive and effective relationships with the public and media to promote FAA.
- Develops appropriate collaborations and cross-promotions to maximize visibility of FAA.
- Works with Education, Performance, and Development departments to coordinate and manage organization presence at fairs, festivals, and events.
- Manages all aspects of FAA merchandising promotions.
- Manages all messaging on the organization's digital signs.
- Assists with event planning and publicity.
- Serves as a staff liaison to board of directors.

Educational Requirements:

B.A. (or equivalent background and experience) in Marketing, Communications or Public Relations.

Qualifications:

- Excellent oral and written communications skills
- Ability to establish and maintain effective interpersonal relationships at all levels
- Demonstrated experience in developing and managing resources to meet marketing and communication goals.
- Ability to multi-task and adhere to deadlines in a fast-paced environment
- Desire to work in a team approach environment
- Proficient knowledge of Outlook, Word, Excel, database programs, website editing programs, email campaign programs, and social media outlets.

Supervisory Responsibilities:

The following positions report to the Manager of Communications and Marketing:

- Interns and volunteers, as needed

Lines of Communication:

The Manager of Communications and Marketing reports to the CEO

Classification:

Full time exempt

Career Level:

Department manager

Interacts daily with staff, faculty, clients, the public and the media. On a less frequent basis with board of directors.