



Marketing and Communications Manager

Full-time/Temporary (partially remote)
6-month position

About the Organization:

For over 40 years ArtsConnection (AC) has been one of New York City's most comprehensive arts education organizations with programs in the performing, visual and media arts. We provide arts education that taps into students' individuality and creativity to help them forge new pathways to navigate their education and future, while building critical thinking, creative problem solving, heightened self-esteem, literacy and strong communicative abilities. Programs are led by 140 racially, ethnically and culturally diverse teaching artists whose distinctive and varied artistic perspectives inspire, guide and support students. Each year, AC partners with 100 NYC public schools (grades pre-K through 12) across the five boroughs, providing artist residencies, professional development for teachers and artists, and family arts events. Out-of-school-time (OST) Teen Programs link the city's cultural resources to the developmental and educational needs of teens, while providing space for artistic expression, experiential learning, career and leadership development. Our work, while rooted in New York City, has been an award-winning and sought-after model on a national scale.

We are intentionally building a path towards equity by:

- Using the arts as a platform to imagine an alternative future
- Integrating the processes developed by the organization-wide Community Care-Diversity, Equity, Inclusion, and Access Committee and understanding that we all have a place in this work
- Identifying and uplifting the assets that exist within our community of young people, artists, educators and arts leaders/administrators
- Transforming policies, procedures, practices, and programs (i.e., shifting our artist and staff hiring processes to be more equitable)

About the Position:

ArtsConnection (AC) is seeking a full-time temporary Marketing & Communications Manager to engage AC's community and audiences in its work via various vehicles and channels. This person will provide editorial direction, writing, design, production and distribution of all organization collateral; manage AC's digital platforms to promote its programs, impact, values and partnerships, with the goal of increasing awareness, engaging audiences in creative ways, and supporting fundraising efforts.

Responsibilities:

- Create, curate, schedule and manage social media posts regularly.
- Design print and digital graphics; edit video clips to promote and generate interest in AC's artistic and organizational activities.

- Work with AC's development team to lay out and design presentations/pitches geared towards potential funders, including individuals, foundations and through corporate sponsorships and cultivation events
- Update content on AC website
- Draft monthly newsletter
- Ensure consistent visual identity across programs and organization
- Respond to and with AC partners and constituencies to help build the online conversations around AC's work, brand, and legacy
- Generate interactive live sessions that activate and document AC programming
- Manage SEO (search engine optimization) and generation of inbound traffic to website and other online platforms
- Utilize tools such as Google Analytics to track key metrics, generate routine reports of online engagement, and tweak strategy as needed to sustain ongoing growth in followers, views, and likes
- Utilize knowledge of the overall social media landscape and trending topics, as well as leverage the latest social media best practices in order to provide ongoing thought leadership
- Draft and copy edit a variety of AC content and materials, e.g., emails, press statements, presentations
- Liaise with consultants to promote special events, e.g., annual fall benefit; serve as media contact
- Gather and manage photography and video for promotional purposes

Qualifications:

- Two or more years of experience in traditional and/or digital marketing or communications, preferably in the arts and culture sector
- Demonstrated creativity and documented immersion in social media engagement and visual content
- Excellent writing and verbal communication skills
- Graphic design and manipulation skills
- Ability to work in cross-functional teams

Annualized Pay Range: \$55,000-\$65,000

Hours: 35 hours per week (6 months)

In-person attendance required/minimum 1 day per week: Thursdays (pending any external extenuating circumstances)

ArtsConnection is an equal opportunity employer. We have a strong commitment to equity and inclusion, and value the leadership and skills of people from diverse backgrounds. People of color, LGBTQ persons, and people from other historically marginalized backgrounds are encouraged to apply.

Resume and Cover letter to: JobQuery@artsconnection.org

Application Deadline: Wednesday, May 11

No calls please.