Position Posting:
Director of External Communications

ORGANIZATION DESCRIPTION

The Vermont Studio Center (VSC) was founded by artists 39 years ago with the purpose of fostering creativity through community, collaboration, and quiet reflection. Over time, VSC grew to become one of the largest international artists’ and writers’ residency programs in the United States, hosting 600+ residents per year with 17,000 alums worldwide. VSC residencies support visual artists across all media, and writers of poetry, fiction, and non-fiction. In 2024, VSC will celebrate its 40th anniversary.

The mission of VSC is “To provide studio residencies in an inclusive, international community, honoring creative work as the communication of spirit through form.” After a nearly 2-year pandemic pause, VSC reopened in February 2022 to in-person residencies of 2-, 3-, and 4-weeks’ duration; in 2023 VSC expects to host 432 residents.

The organization is rooted in the universal values of humanitarianism, compassion, respect, simplicity, and harmony. These values are fully integrated into a non-competitive community where the arts and their creation are timeless trusts. Centered on diversity, inclusivity, equity, and accessibility, the organization supports a diverse group of creative individuals within a safe, equitable, and supportive environment to generate new work, solve artistic problems, and cultivate new connections.

Located in Johnson, VT, VSC is approximately equidistant between Burlington, VT and Montpelier, Vermont’s capital city, 2 hours south of Montreal, 3.5 hours north of Boston, and 6 hours (or a short flight) north of NYC. VSC’s campus is comprised of 20 historic buildings, many of which hold architectural importance and have been lovingly restored to provide safe, well-appointed living spaces and inviting, light-filled studios. For additional information, please visit: www.vermontstudiocenter.org

Description:
The Director of External Communications is a member of Vermont Studio Center's (VSC) leadership team. A highly collaborative professional, the Director will develop, and implement strategic communications, public relations, and branding campaigns across traditional and online platforms that increase public awareness and support of Vermont Studio Center.

Essential functions
Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

- Implement and execute local and national marketing and communications initiatives, including brand awareness, donor and stakeholder engagement, and program promotion, across all audience channels (direct mail, web, print and social media, etc.).
- Develop and effectively deliver a communications plan and comprehensive schedule of marketing and communications opportunities and collaborate across the organization to ensure effective delivery of all elements.
- Promote VSC’s vision and values across all communication channels ensuring artists, writers, stakeholders, donors, and others understand VSC’s cultural values.
- Collaborate with development leadership to develop compelling fundraising content that inspires investment in VSC.
- Evaluate and recommend updates to communication technology, existing delivery channels, and build VSC communications infrastructure overall.
- Work with the Executive Director and the senior leadership team to develop marketing and communications to promote and celebrate VSC’s 40th anniversary in 2024 while maintaining critical focus on VSC programming and fundraising efforts.
- Build relationships with promotional partners, media, advertisers, publishers, etc. to support VSC’s inclusion in print, visual, and digital media.
- Uplift and center equity, diversity, inclusion, and belonging in all VSC messaging and images.

**DESIRED SKILLS AND EXPERIENCE**

- Success in creating sophisticated and effective marketing and communications strategies in mission and vision-centric organizations.
- Experience in developing social media and other online engagement strategies.
- Strong analytical and decision-making capability, working individually and with a team to achieve institutional goals.
- Demonstrated supervisory experience; ability to mentor, inspire, motivate, and retain a team of talented professionals and to supervise freelance talent.
- Develop reporting to reach measurable impact goals, and quantifiable results.
- Skilled team builder (whether support staff or freelance) in graphic design, social media, etc.
- Excellent written and oral communications skills.
- Adept at creation and management of department and organizational budgets.
- Exceptional project management and planning skills with the ability to set priorities and balance concurrent tasks.
- Commitment to professional standards, ethics, and best practices in marketing and communications.
- Flexibility to support VSC business on evenings and weekends as needed.
EDUCATION, COMPENSATION, AND APPLICATION PROCESS
Bachelor’s degree or an equivalent combination of education and experience.

The range of compensation for this position is $70 - $80K, as well as comprehensive employee benefits that include health, vision, and dental insurance; a 401K plan; and studio space on campus.

To apply, please submit a cover letter highlighting your relevant experience and a current resume to jobs@vermontstudiocenter.org. This position will remain open until filled.

Data has shown that women and candidates of color less frequently apply for positions where they may not meet all desired qualifications. VSC values both professional and human experience and invites candidates with passion for our work and skill in many of the areas listed to apply for this role.

Vermont Studio Center is an equal opportunity employer and encourages candidates of all racial, ethnic, and religious backgrounds to apply. Staff are selected based on ability without regard to race, color, sex, national origin, disability, marital status, sexual orientation, or gender identity.