JOB DESCRIPTION
COMMUNICATIONS MANAGER

Direct Supervisor: Executive Director
Full time, M-F 9-5, Moderate evening and weekend events
On-site address: 8701 Vernor Hwy, Detroit, MI 48209

WHY WE NEED YOU

The Communications Manager oversees all marketing and communications at Living Arts. In doing so, s/he is responsible for the development of Living Arts' communication strategy in alignment with the organization's values, mission, and strategic direction. The Communications Manager will be responsible for the development and implementation of a broad range of communication activities and will work to better position the work of the organization within a diverse network and constituent base. S/he will be responsible for Living Arts' varied and integrated communications platforms (including newsletters and other print publications; web; e-news; social media; public relations and marketing), as well as database management of each key stakeholder group.

ABOUT LIVING ARTS

Living Arts engages Detroit youth, teachers and families in transformative experiences in the performing, visual, literary, and media arts. Through artist residencies in schools across Detroit and robust out-of-school offerings focused in Southwest Detroit, we increase youth's academic achievement, develop their leadership and artistic skills, and strengthen our schools and communities.

RESPONSIBILITIES + FUNCTIONS

COMMUNICATIONS STRATEGY, VISION, AND LEADERSHIP (20%)

- Develop and implement a strategic communications plan to advance Living Arts' brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Create a marketing/public relations strategy that will allow Living Arts leadership to cultivate and enhance meaningful relationships with targeted audiences, including parents, donors, educators, students, and the media.
- Identify challenges and emerging communication issues faced by the organization. Work with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Develop evaluation measures for marketing initiatives and regularly solicit feedback from various stakeholders and audiences in a variety of fashions.
- Develop and implement a brand manual and consistency plan to ensure that all communication is cohesive. Refine plan as necessary.
- Serve as communications counselor to the Living Arts team.

COMMUNICATIONS OPERATIONS (50%)
- Oversee development of all Living Arts' print and digital communications including Living Arts' website; manage relationships with associated vendors.
- Serve as lead point person on media interactions that help promote and/or impact the organization.
- Exercise judgement to prioritize media opportunities and prepare talking points, speeches, presentations and other supporting material as needed, oftentimes in Spanish.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Living Arts' programs, special events, public announcements, and other projects.
- Oversee, post, and engage on social media platforms (Facebook, Twitter, LinkedIn, and Instagram); develop ambitious, time-marked growth strategies for each platform.
- Develop an e-marketing strategy that includes newsletters, pressing information, and audience-specific content.
- Expand Living Arts storytelling with visual, audio, and video content creation.
- Maintain and grow the Living Arts' blog. Update and create content for the website.
- With the Program team, provide all necessary communications support, including development of materials, evaluation, and outreach about new program initiatives.
- Attend and table at events in the community.
- Support the Board and the Marketing Committee by: presenting marketing analytics, preparing agendas and meeting materials for Marketing Committee meetings, and prepping the committee report.

DATABASE MANAGEMENT AND DEVELOPMENT (30%)
- With the Administrative team, diversify list in email marketing database in conjunction with organizational database.
- With the Development team, participate in the creation of fundraising, cultivation, and stewardship event materials (electronic and print); assist in creating content for the annual report; and support fundraising goals and priorities via social media and email communications.
- Improve processes to monitor marketing data and individual records.
- Support transition of marketing data to new CRM system.

DESIRED QUALIFICATIONS
At least two years experience working with the media, communications, or nonprofit PR or fundraising sectors. Demonstrated track record of quickly and consistently producing effective cross-platform content for an organizational communications or fundraising team. Experience with Microsoft Office Suite, Photoshop, InDesign, Gmail, Google Docs, Donately, Squarespace, Mailchimp and all social media platforms. Creative, strategic, and analytical thinker with exceptional communication and quantitative skills. Self-starter with ability to manage multiple projects simultaneously. Strong attention to detail and ability to handle sensitive information with discretion. Spanish speaking and familiarity with the Detroit arts, education, and non-profit landscape is a plus.

SALARY
The salary range for this position is $33,000-38,000 with benefits including healthcare and retirement.

HOW IS SUCCESS MEASURED?
Through the effective delivery of high-quality and responsive communications, precise keeping of data, and the increase in the public's knowledge of the work of Living Arts.

TO APPLY: Please send a cover letter, resume, and at least two samples of work (e-newsletter, blog post, annual report, etc.) to alissa@livingartsdetroit.org by December 6, 2018.

Living Arts is an Equal Opportunity Employer and does not discriminate against applicants due to race, ethnicity, gender, sexual orientation, veteran status, or on the basis of disability or any other federal, state, or local protected class.