Job Description: Manager of Communications and Field Engagement

About Californians for the Arts

Californians for the Arts (CFTA) is the only comprehensive, multidisciplinary organization focused on advancing and building public awareness of the value and impact of arts, culture and creativity across California. With over 15,000 active subscribers and hundreds of members representing thousands of artists and arts and cultural organizations, we take on opportunities and challenges that no single organization or artist can represent alone. Moved by our deep conviction of the civic and personal value of the arts, our mission at Californians for the Arts is to ensure that the arts are accessible to all Californians; are an ongoing part of the public dialogue and to encourage Californians to care about the arts as a critical component of their own lives and the lives of their communities. We fight for arts resources and policies that benefit our members and all residents of California. Our work and support of civic engagement, arts education, racial and cultural equity and the creative economy, positively impacts every community across the state.

CFTA and our partner organization California Arts Advocates (CAA) are currently in the process of adopting a new strategic plan with an objective to update its vision, mission and values statement to reflect its commitment to becoming an anti-racist organization. Building on past efforts, CFTA/CAA wants to be intentional in efforts to foster greater diversity, inclusion, and equity in all aspects of the strategic plan and to integrate anti-racism principles and practices.

DESCRIPTION

Californians for the Arts (CFTA) seeks a full-time Manager of Communications and Field Engagement with strong critical thinking and facilitation skills comfortable in an entrepreneurial environment multitasking and navigating different timelines while working independently within a small, remote team. CFTA seeks applicants from all backgrounds to build a diverse work culture that represents the diversity of the populations we serve in California.

The Communications and Field Engagement Manager implements all aspects of program quality, delivery and implementation of CFTA’s offerings to ensure membership satisfaction and strong field engagement. This role also serves as the primary oversight
personnel for CFTA internal and external communications and organizational voice, in communications with the board, broader sector and general public.

A successful Communications and Field Engagement Manager will strengthen the relationship between CFTA, its membership base, the broader creative sector, and the public; will further develop key relationships with members and potential members across disciplines and geographic location; demonstrate a commitment to social and racial justice issues, and understand challenges facing immigrant communities, communities of color, and communities that have traditionally not had access to funding or services to advance arts and culture.

**Overall Goals for Field Engagement & Communications**

- Develop communication & messaging strategies that engage new and lifelong cultural advocates in CFTA advocacy campaigns.
- Cultivate and grow our online and in-person advocacy network through the creative use of existing platforms and structures.

**Community Organizing & Skills Building**

- Strategize, develop, and lead three to four annual advocacy campaigns that recruit and mobilize artists, cultural workers, organizational leaders, and arts supporters to join CFTA and our partner organization CAA in pursuing our advocacy agenda.
- Collaborate with partners in the sector to develop and run skills building workshops that will strengthen the advocacy muscle of the creative community.

Reports to: Executive Director

Supervises: A paid intern five hours per week

**RESPONSIBILITIES**

**Internal Communications and Membership Development – 40%**

Membership

- Work closely with the Executive Director, Programs and Organizational Manager & Fund Development Committee to develop strategies to increase engagement at the grassroots and institutional levels within the creative sector in CA

- Work closely with the Executive Director, Programs and Organizational Manager and Fund Development Committee to develop and implement targeted plans to increase membership for specific organizational/individuals
• Communicate with current and potential CFTA individual and organizational members

• Manage monthly individual and organizational CFTA memberships (mail renewal notices, process incoming dues, update membership lists and databases, etc.)

Internal Communications

• Schedule board and committee meetings
• Prepare materials for board and committee meetings
• Draft board and committee meeting minutes and secure approval for official records
• Maintain consistent contact with board members through phone and email

External Communications – 40%

• Develop and implement a marketing plan for programs, including necessary advertising, public relations, grassroots, and social media strategies.
• Manage field-wide communications, including website maintenance, e-newsletters, social media, webinars, etc. and assist with the development of policy and advocacy actions with the Executive Director
• Draft bi-weekly newsletter highlighting current CFTA news and activities
• Maintain all social media platforms – Facebook, Twitter, LinkedIn and Instagram
• Draft and edit press releases and op-eds
• Generate analytics reports on social media impact around targeted campaigns
• Manage graphic designer to develop printed and digital marketing materials
• Draft member specific communications
• Draft member recruitment communications
• Update imagery and content on CFTA website using Squarespace

General Administrative Duties – 20%

• Coordinate office schedules and prepare staff meeting agendas and notes
• Organize files and records in Google Drive
• Reserve venues for CFTA programs and events including virtual platforms such as Zoom
• Secure rentals and catering for events
• Supervise volunteers at events
QUALIFICATIONS

• Minimum four plus years of experience in political or issue-driven organizing campaigns, including managing staff and volunteers a plus.
• Excellent verbal & written communications skills.
• Minimum four plus years of experience with online communication tools including social media, video or podcast platforms, websites and databases.
• Demonstrated ability to build and mobilize a group of people around a project or campaign.
• Experience with California arts industries and state government structures.
• Demonstrated experience utilizing the arts and creativity for organizing efforts.
• Strong organizational skills and attention to detail.
• Experience running logistics for events and convenings.

REQUIRED SKILLS

• Proficiency in Microsoft Office Suite (Word, Excel, Powerpoint) and Google Suite
• Proficiency with social media outreach
• Ability to learn new skills and programs quickly
• Ability to manage and prioritize concurrent projects
• Ability to move quickly and problem solve in a dynamic environment
• Ability to stand for 4+ hours (during events) and lift/ carry 25 pounds (event set up/ strike)
• Friendly, professional demeanor
• Passion and enthusiasm for advancing arts, culture and creativity
• Proficiency in Squarespace and VoterVoice
• Proficiency in Trello or similar social media platform management tools
• Proficiency in Canva, Adobe Photoshop, Adobe Illustrator or other graphic design platforms
• Experience with non profit board management
• Awareness of California arts industries and state government structures
• Bilingual applicants encouraged to apply
• Ability to travel with a car within California

COMPENSATION

This is a full-time, exempt, position with a salary of $65,000. CFTA provides benefits to ensure an optimal work/life balance for our staff.

This is a remote work position, although we are seeking a Communication and Field Engagement Manager located in California and travel throughout California will be required at times.
TO APPLY

Please prepare your resume and a cover letter tailored to this position. You will submit your documents to Julie@californiansforthearts.org with the subject line “Manager of Communications and Field Engagement.”

Please submit your application by July 12, 2021 to ensure consideration.

For technical assistance or questions, please email julie@californiansforthearts.org.