Communications Manager

info@art Equity.org

Launched in 2015 as a national initiative, art Equity provides tools, resources, and training at the intersection of art and activism. With over 5,000 individuals trained, and a growing alumni community, art Equity is building a broad base of individuals and organizations who are strategically poised to create and sustain a culture of equity, inclusion, and justice through arts and culture.

Team Approach
art Equity works with a team approach based on administrative and project needs. Reporting to the Deputy Director, this position will be the Team Lead for the following area: Communications.

Responsibilities/Duties.
Working with a dynamic team of staff and facilitators, the Communications Manager will provide oversight for art Equity communications strategy and implementation including website, press releases, newsletters, eblasts, and social media. As a member of a collaborative national team, the Communications Manager will work remotely, attending teleconference and video meetings, as well as periodic in-person meetings and trainings. Primary duties will include, but not be limited to:

Communications Strategy and Planning
• Collaborate with the Leadership Team to develop and execute art Equity’s organization-wide communications strategy, which includes: support of staff, alumni, board, and organizational partners, using traditional media, social media, websites, and other creative ways to advance art Equity’s mandate, programs and campaigns.
• Bring creativity and innovation, with strong social justice values, to art Equity’s growing national presence.
• Collaborate with the Development team to develop print and electronic communications, including: annual reports, social media posts, press releases, presentations, videos and other collateral.
• Develop relationships with journalists, reporters, editors and producers, and maintain press lists.

Communications Oversight and Administration
• Provide content for outward-facing communications, primarily but not limited to the website, social media, and press.
• Develop and implement a process for art Equity’s website maintenance and its communications tools and analytics.
• Advise on and maintain continuity around the “look” and style of all print and digital materials.
• Support the creation, copyediting, and publishing art Equity’s bi-monthly and special topic newsletters using MailChimp.
• Draft, copyedit, and distribute press releases and program eblasts, in collaboration with program leads, for all programming, events, and special announcements as needed.
• Maintain art Equity’s social media presence, including the creation of dynamic content for Facebook, Instagram, LinkedIn, and Twitter.
• Maintain art Equity’s website (hosted by Wix) including administrative oversight of renewal fees, SEO, data analysis, design, integration, build/design, and accessibility.
• Support database management with Operations Manager.
• Design digital and print graphic elements as needed.
• Identify and supervise outside print and design consultants as needed.

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Communications Manager

General Administration

- Participate in scheduled team calls as needed.
- Participant in team retreat and renewal events.
- Participate in anti-racist working group(s)/training and anti-ableism working groups/training as appropriate.
- Participate in grant writing, funder calls, and grant reporting as needed

Skills

- Have at least 3 years full time work experience as a communications specialist, including direct experience in digital communications and use of social networking tools – Twitter, Facebook, Instagram etc. – to promote campaigns and initiatives.
- Have experience with marketing automation and CRM tools.
- Have a commitment to social justice and art activism.
- Have demonstrated project management experience.
- Have strong communication skills, both written and verbal.
- Have a willingness and ability to engage in strategic thinking and planning.
- Have an interest in and/or familiarity with the arts.
- Have a high level of discretion and ability to review and safeguard confidential data and information.
- Have a commitment to ongoing self-reflection, awareness, and analysis-building.
- Have the ability to collaborate and skillfully receive and integrate feedback non-defensively.
- Must be able to work independently, having strong decision-making skills, and also work collaboratively as part of a dynamic team.
- Must be familiar with both Microsoft Suite and Google Drive platforms, project management software (Asana), Wix, Canva, MailChimp as well as all social media programs.
- Must be extremely organized and detail-oriented.
- Access to local transportation and be willing to make local and national trips and drive on behalf of artEquity when needed.
- Experience with facilitating group dialogue is a plus.

Job Status: Full-time (30 Hours), Hourly, Non-exempt Employee

Compensation

- 30 hour/week staff position at $25 - $30/hour ($39,000 - $46,800 annually)
- Health and dental (employer pays 50%)
- Access to Vision plans
- Professional development stipend
- Wellness stipend

- Technology stipend
- Access to 401K (non-matching)
- 14 Paid holidays
- Paid Time Off accrual
- One-week paid summer break
- Two-week paid winter break

Commitment to equity and social justice

artEquity is committed to creating a diverse and inclusive environment. Applicants from populations historically underrepresented in the arts field are strongly encouraged to apply. All applicants will receive consideration for employment without discrimination based on race, color, religion, gender, gender identity or expression, sexual orientation, national origin, ability, age, or veteran status.

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