



Job Title:	Marketing and Communications Manager		
Mission:	To convene, coordinate, and collaborate with everyone who lives and works in Greater Cleveland to strengthen and support those in the region who create, present, experience and appreciate all forms of arts and culture.		
Vision:	To ensure that everyone who lives and works in Greater Cleveland benefits from a diverse and equitable arts and cultural sector, and recognizes that the arts are an essential, defining element in the quality of life, social fabric, and economic vitality of the region.		
HR Contact:	Abigail Del Río	Posting Expires:	When filled
Location:	Cleveland	Position Type:	Full-time
Level/Salary Range:	\$50,000 to \$55,000	Date Posted:	01/03/2023
External Posting URL:	https://assemblycle.org/marketing-and-communications-manager/		
Job Description			
<p>DESCRIPTION</p> <p>Assembly for the Arts is searching for a Marketing and Communications Manager to assist in expanding awareness of the organization’s work and engagement with programs and services. To achieve its mission, Assembly focuses on advocacy, cultural policy, racial equity initiatives, research, and marketing that elevates the region, and services for nonprofits, artists, and creative businesses. Put simply, Assembly is here to “expand the pie” and increase equity in Cleveland’s arts and culture industries. It is governed by a volunteer board with a strong commitment to diversity and inclusion.</p> <p>The Marketing and Communications Manager supports the vision and mission of Assembly for the Arts by overseeing social media, email marketing, and graphic design projects. They will also maintain the website. While this position will report to the Chief Community Officer, it is expected that this person will be largely self-led and collaborate with the Assembly team to support project goals.</p> <p>ROLE AND RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Develop, execute, and evaluate internal and external communications deliverables that builds organization awareness and supports programming goals. • Oversee social media strategy for Assembly’s Instagram, Facebook, Twitter, LinkedIn, and YouTube channels; Review social media messaging, strategy, and analytics. • Maintain, update, and develop new website content for www.assemblycle.org to support programming and special projects; oversee maintenance and monitor analytics of www.assemblycle.org and additional websites owned by Assembly, including Cleveland Artist Registry and Creative Compass. • Develop content and execute email communications (monthly updates and time-sensitive announcements). Curate a healthy email marketing cadence that supports events, programming, advocacy, membership, and giving projects and goals. Maintain healthy email lists and segments using our internal database and email system, MailChimp. Write monthly member e-newsletter and other marketing emails. 			

- Develop and implement an ad strategy that supports key events and programs using Facebook and Instagram ads and local ad marketing.
- Develop marketing materials that support programming and special projects including but not limited to print and digital promotions; social media graphics and infographics; reports and publications; fact sheets; presentations; signage; rack cards and brochures. Develop some graphics in-house using Canva, InDesign, and Photoshop; outsource graphic design as needed.
- Proofread and ensure quality control of all external content; maintains collateral accuracy, consistency, and graphic standards.
- Coordinate photography and video needs.
- Ensure marketing documents, graphics, and images are appropriately organized in Assembly's internal filing system, SharePoint.
- Other duties as assigned.

QUALIFICATIONS

EDUCATION & EXPERIENCE

- Three to six years of experience in a communications or marketing role
- Bachelor's degree in marketing, communications, advertising, arts administration, or related field
- Experience working in a nonprofit, cultural, or membership organization is a plus

PROFESSIONAL SKILLS

- Excellent written and verbal communications skills with experience in copyediting
- Experience in project management in communications, marketing, or related field
- Experience managing social media accounts on behalf of an organization or business
- Familiarity with email marketing tools and best practices
- Ability to self-manage and meet internal deadlines
- Ability to work independently (hybrid remote and onsite) and with a team
- Experience working with diverse audiences and stakeholders with an active dedication to diversity, equity, accessibility, and inclusion and how this intersects with marketing and communications best practices
- Computer skills including Microsoft Word, Excel, and PowerPoint
- Organized with strong attention to detail
- Demonstrated ability to communicate nuanced messaging clearly using appropriate tactics with measurable calls-to-action
- Understanding of the role Customer Relationship Management (CRM) systems play in marketing decisions and segmented messaging
- Ability to work effectively with a wide array of constituencies and provide high quality customer service, both internally and externally
- Commitment to contributing positively to a collaborative, often fast-paced work environment
- Familiarity with brand management a plus

TECHNICAL SKILLS

- Proficiency using social media platforms and management tools
- Proficiency managing email campaigns and using email marketing platforms (MailChimp, other)
- Comfort using design programs like Adobe Photoshop, Illustrator, or InDesign is a plus though professional graphic design experience is not required
- Salesforce, Neon or other CRM database

- Website Management; experience in WordPress
- Google Analytics or other web analytics

REPORTS TO

Chief Community Officer

Compensation and Benefits

The salary range for this position is \$50,000 to \$55,000 (commensurate with experience)

This position is full-time, exempt, has flexible work arrangements (hybrid work from home and onsite), competitive benefits, and paid time off.

Equal Opportunity Employer

Assembly for the Arts is an equal opportunity employer. Assembly does not discriminate based on race, religion, heritage, gender identity or expression, disability, sexual orientation, or status in any group protected by law.

Interested Applicants

We strongly encourage interested and qualified candidates to apply, even if you do not possess every preferred skill. We are looking for the best candidate for the job, which may include skillsets less traditionally categorized in this field of work with the capacity to learn new skills as the position evolves. Questions should be addressed to positions@assemblycle.org. No phone calls please.

How to Apply

Please send resume and cover letter to positions@assemblycle.org with the subject line *Position: Marketing and Communications Manager*.