

## Creative Action

### Director of Marketing and Communications

#### ***Duties and Responsibilities:***

- Under direction of the Executive Director create a communications plan which increases brand and product/program awareness
- Develop and maintain an understanding of organizational priorities
- Develop and manage timelines for various communication activities to ensure strategic plans are carried out in a timely manner
- Support the execution of special fundraising events
- Implement strategies in support of individual programs
- Prepare pitches to media in support of program efforts
- Develop campaign strategies, timelines, and an evaluation plan
- Prepare reports on communications/marketing progress
- Work with development staff to promote the organization to supporters including digital and print campaigns
- Develop and implement communications and media strategies that successfully deliver information and key messages to the public and supporters
- Develop and maintain a strong relationship with both print and electronic media with the goal to inform and educate the public on organizational activities
- Manage the use of external vendors as they pertain to marketing and communications (e.g. videographers, graphic designers, and printers)
- Create, implement and maintain a social media strategy for the organization and its programs
- Manage the coordination of website(s) and become expert in website management including software management (e.g., WordPress)
- Write and edit content for the website, blogs, brochures, and print vehicles
- Create an annual report for partners, funders, and the public
- Manage and perform all activities for designing, modifying and maintaining all print and digital documents, websites and social media accounts for the organization
- Serve as writer/editor for the development, production and maintenance of the organizations communication vehicles (website, marketing materials, publications, newsletters, invitations, flyers, and advertisements)
- Supervise Marketing Associate to delegate duties and responsibilities as well as conduct performance reviews and set goals.
- Design and send emails to promote events, products, programs, and news
- Monitor and manage social media channels and update regularly with fresh content
- Design and publish webpages for events, products, programs, and news
- Maintain webpage statistics to inform on any management issues
- Other duties as assigned

***Qualifications:*** Bachelor's degree required; Graduate degree preferred

***Experience:*** 4-6 years of communications experience gained at a non-profit; corporate or private foundation; education or arts institution.

#### ***Requirements/Competencies:***

- Web design and development skills including related software (HTML, WordPress, Photoshop, Illustrator, InDesign, Adobe Creative Suite, etc.)

- Proficiency in digital marketing including email marketing platforms (MailChimp) and social media posts and ads (Facebook, Twitter, Instagram, Vimeo, Flickr)
  - Working knowledge of Google Analytics and Adwords
  - Excellent organizational/project management skills with a particular focus on managing details
  - Outstanding listening and communication skills—both written and oral
  - Ability to develop and meet schedules
  - Proficiency in Microsoft Office
  - A track record of measurable marketing results
  - A comprehensive understanding of communications and media strategies
  - A strong understanding or interest in arts education, creative youth development
  - Demonstrated professional and political aptitude; team and diplomatic skills
  - Able to manage multiple priorities and take an entrepreneurial approach to problem solving
  - Behave ethically and follow best business practices
  - Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization
  - Positively influence others to achieve results that are in the best interests of the organization
  - Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem
- Candidates will need to submit a resume, cover letter, portfolio, and salary requirements to apply for this position.

Candidates will need to submit a resume, cover letter, portfolio, and salary requirements to apply for this position. Please send your application to Grace Salas, Human Resource Manager, [grace@creativeaction.org](mailto:grace@creativeaction.org).