



Job Title: Communications Manager

Term: Part-time

Reports to: Director of Communications

Pay: \$18/hr

### **Position Summary**

Art-Reach creates, advocates for, and expands accessible opportunities in the arts so the full spectrum of society is served. While embracing a design-forward approach, Art-Reach transfers power to communities facing barriers and turns their input into action by redesigning programs and policies at over 200 cultural organizations, with a specific focus on engaging people with disabilities and people experiencing poverty.

Candidates will support Art-Reach's overall marketing strategy. The Communications Manager will work with the Director of Communications to deliver comprehensive digital marketing campaigns. This is a creative position, and candidates will collaborate to develop marketing strategies. In this role, one will produce a bi-weekly newsletter and manage the organization's social media accounts. Additionally, the Communications Manager will assist in tracking media campaign progress across platforms and analyzing campaigns to improve outcomes.

Candidates in this role will produce and edit photos and videos for a range of Art-Reach projects, such as digital programs, social media content, fundraising efforts, and event coverage. In this role, along with promoting Art-Reach projects, one can expect to visit various arts and culture organizations, accessibility-focused events, and other partner sites.

### **Responsibilities:**

- Coordinate with programming, education, and executive departments to write a bi-weekly organization newsletter
- Copyediting communications documents
- Design and execute social media campaigns with the Communications Director
- Updates Art-Reach's WordPress website to ensure accurate and timely information about Art-Reach (Comms Manager)
- Writing bi-monthly newsletters focused on Art-Reach's ACCESS Programing, Education opportunities, and general Art-Reach News
- Managing Art-Reach Social Media Content: Creating posts advertising Art-Reach programs and initiatives
- Responding to questions and requests via social media DM's
- Researching ACCESS sites and events to highlight
- Assist in coordinating visits to arts and culture venues- specifically highlighting accessibility features and resources.
- Compile marketing information, including but not limited to site traffic, social media reach, and ACCESS card sales

## Candidate Profile

First and foremost, you should have a passion for creating a justice-based world. Art-Reach works hard to create a world where people with disabilities and people experiencing poverty can bring their authentic selves into experiences.

No one candidate will be perfect for this job. The skills and experience needed to be successful for this job exist on a spectrum. One version of a strong candidate will have three years of demonstrated success in nonprofit communications. Experience with digital design, websites, social media, and project management is certainly helpful, as is experience in communicating complex ideas. Another strong candidate might not have communications experience at all, but they bring an innovative approach to design, and their enthusiasm for design work brings their projects in on time. Another candidate might be early in their career and looking to learn what they can from this role so they can take that experience on to a larger role later in their career.

Familiarity with communications and marketing operations and/or a willingness to learn will be really helpful for anyone entering this role. You will be well-positioned for success if you bring knowledge of accessibility, cultural programming, design, and websites. Art-Reach uses WordPress for its website; Neon CRM for newsletters; InDesign /Premiere Pro, along with Canva, for design and digital media. If you are familiar with any of these programs, or others similar to them, we want to hear about it. Art-Reach does not believe that success is predicated on the academic degrees you possess. As such, degrees are not required for positions at Art-Reach. If you believe your educational experience adds to your candidacy, feel free to tell us why.

One more note before we move on. Frequently cited statistics show that candidates with disabilities, BIPOC candidates, women, and marginalized and/or systemically excluded groups apply to jobs only if they meet 100% of the qualifications. Art-Reach is happy to leave that statistic in the past as much as you. No one ever meets 100% of the qualifications. Just apply.

To apply, email [jharper@art-reach.org](mailto:jharper@art-reach.org) with your resume and any supplemental material you wish to provide (Portfolio, cover letter, etc.). Please label the subject of your email "Communications Manager Position." If you have any questions about the role, feel free to reach out.