



## **Marketing and Communications Associate Job Description**

The Marketing and Communications Associate will support the Arts Ignite marketing and communications strategy through internal and external communications that interact with all stakeholder groups and prospects. Working with both the Programs and Development departments, this role will take a lead in content creation and distribution and will report directly to the Deputy Executive Director for Programs and Operations. This is a hybrid position that requires both in-person and remote responsibilities.

**Role Type: Part-time; 30 hours per week**

**Salary: \$39,000.00 annually plus benefits**

### **ARTS IGNITE'S COMMITMENT TO ANTIRACISM AND ANTI-OPPRESSION**

Arts Ignite is committed to antiracism and anti-oppression as a foundation for all areas of our organizational operation. We are committed to seeking staff members and teaching artists who are representative of the communities we serve and to championing culturally responsive arts education practices.

### **JOB REQUIREMENTS AND RESPONSIBILITIES:**

#### **Marketing and Communications (90%)**

- Lead all Arts Ignite external communication writing via emails, letters, social media, and website content
- Lead Arts Ignite website management and upkeep
- Manage communications calendar
- Manage Mailing list
- Prepare and send email communications through MailChimp
- Uphold style and brand guidelines across all marketing and communications as detailed in the Arts Ignite Brand Kit
- Social Media
  - Manage all Arts Ignite social media accounts including, but not limited to, Facebook, Instagram, Twitter, Youtube, and LinkedIn
  - Create original copy and graphics for weekly social media posts and stories
  - Interact with users on behalf of Arts Ignite on all social media accounts
  - Maintain a media archive
  - Ensure that all media content is approved with photo permissions in conjunction with the Programs Department

- Program Communications
  - Assist with collecting program photos, videos, and digital content from Arts Ignite Programs staff, Teaching Artists, and partner organizations for marketing and social media purposes
  - Coordinate capture of original photography for Arts Ignite programs
  - Create Program Spotlight newsletters in conjunction with the communications calendar
  - Create program video pieces highlighting Arts Ignite programs, teaching artists, and students
  - Maintain the Arts Ignite Prospero and Youtube accounts
  - Assist with writing and design of the programs reports, catalogs, and sales materials
- Fundraising & Donor Relations
  - Support the Development Team and Board of Directors to build relationships with current donors
  - Cultivate prospective donors and funders, through personal contacts, regular communications and other activities
  - Manage Online Auction campaigns from conception to fulfillment
  - Provide support to on-going online and direct mail fundraising campaigns
  - Logistical support for fundraising events & local (NYC) cultivation activities
  - Create original copy and graphics for fundraising initiatives
  - Assist with writing and design of the Annual Report
  - Assist with special projects when appropriate

### **General Administration (10%)**

- Attend weekly staff and departmental meetings
- Support Board meeting material preparation
- Support Communications and Photography interns, as needed

### **QUALIFICATIONS AND EXPERIENCE:**

- Passion for the Arts Ignite Mission
- Bachelor's Degree in Marketing and Communications or equivalent experience
- Cultural competence and sensitivity for varied student populations
- Strong understanding of ethical storytelling
- High level of organization and self-motivation



- Ability to multitask and maintain deadlines
- Excellent communication with team members, partners, Teaching Artists, external stakeholders and others through written and verbal communication
- Ability to speak, write, and translate in Spanish, a plus

### **COMPENSATION & BENEFITS:**

This is a part-time hybrid position (up to 30 hours a week) salaried at \$39,000 annually with benefits. Arts Ignite provides a comprehensive benefits package to its employees, including paid vacation and sick days, Medical and Dental insurance, 401k, FSA/Commuter, Life and Long-Term Disability insurance.

Arts Ignite provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, physical or mental ability, veteran status, military obligations, or marital status.

### **HOW TO APPLY:**

Interested and qualified candidates should email a cover letter, salary requirement and resume to Employment at Arts Ignite at [jobs@artsignite.org](mailto:jobs@artsignite.org) with the Subject: Marketing and Communications Associate Search. Only applicants who are being considered as candidates will be contacted. Application deadline: March 8, 2023 or until filled.