



POSITION AVAILABLE

Communications Manager

Full-time, Exempt

Organization

McEvoy Foundation for the Arts presents exhibitions, conversations, screenings, and public programs that engage, expand, and challenge themes within the McEvoy Family Collection.

Position

The communications manager plans, guides, and produces a broad range of communications activities for McEvoy Foundation for the Arts. Working with the executive director, staff, and board, they lead McEvoy Arts' brand and identity, advertising, publications, media relations, and visitor services programs to build visibility across many communities for McEvoy Arts.

The communications manager is an experienced author of digital and print media. They are comfortable with public speaking to recruit engagement from a broad range of stakeholders. Reporting to the executive director, the communications manager is an important leader in a highly collaborative management team. The role is supported by a part-time communications coordinator (75% FTE), numerous professional vendors and contractors, and other support staff.

This mid-level position is built to develop into a higher role of responsibility within the organization, depending on the skills, career goals, and success of the selected candidate.

Responsibilities

Website and Social Media

- Lead, build, and manage McEvoy Arts' website. Develop site content, production calendar, and maintenance schedule. Supervise the communications coordinator, developers, and designers.
- Supervise the production of an engaging, effective social media program, email newsletters, and related digital platforms.

Publications

- Produce and update high-quality collateral materials (email and newsletter campaigns, catalogs, brochures, advertising, presentations, exhibition didactics, signage, annual reports) with designers, photographers, printers, other tradespeople, and support staff. Write copy and author original content.

Media Relations

- Author press releases, fact sheets, talking points, and strategy documents for all programs. Working with a contracted publicist to respond to media requests and disseminate information. Supervise the development and maintenance of a media contact list and digital press kits.
- Supervise the support staff in the production of calendar listings, radio PSAs, and other content for media portals.

- Lead tours for media and represent McEvoy Arts at press and community events.

Visitor Experience, Audience Engagement, and Community Outreach

- Ensure deep and meaningful engagement of new and existing audiences including neighborhood residents, youth and Higher-Ed students, civic and cultural leaders, and other under-represented groups.
- Guide support staff to implement a powerful visitor experience in the gallery and at events that welcomes diverse audiences. Ensure that all outward-facing communications (signage, phone and email, reservation and ticketing systems) are current and shared in a timely way.

Departmental Planning, Analysis, Reporting, and Budgeting

- Lead multi-year, annual, and quarterly planning, budget development, data analysis and reporting, and schedules that leverage significant staff, board, and even public engagement. Provide analysis and recommendations for departmental and organizational growth.
- Identify strategic opportunities for growth and author related briefs and proposals to maximize staff and board engagement.

General

- Demonstrate leadership and team spirit.
- Execute projects in an efficient, organized, and timely way.
- Effectively recruit, hire, lead, and guide contract and part-time staff.
- Ensure brand integrity across all media platforms.
- Develop strategies to bolster earned and contributed income opportunities.
- Cultivate relationships with media outlets and other vendors for in-kind sponsorships and advertising.
- Provide strong copyediting, style, brand, crediting, and design guidance and oversight on all published materials.
- Steward the ongoing archiving of press, print, media, video, audio, and photo assets and files.

Qualifications

- Bachelor degree, with proven non-profit arts experience.
- Self-motivated, detail-oriented, energetic, highly organized, and works well in small team environments.
- Strong interest in and knowledge of visual, performing, literary, and media arts and communications.
- Experience in museum, performing arts, or another professional arts environment.
- Strong written, oral, visual communications skills, as well as with strong research skills and interest.
- Experience hiring and planning projects with numerous vendors and support staff.
- Proficiency in Microsoft Office, InDesign / Illustrator / Photoshop, FileMaker, Wordpress, and similar authoring tools.

Salary

Commensurate with experience and qualifications. Excellent employee benefits include insurance for medical, dental, and vision services; commuter benefit and employee retirement plan; vacation, holidays and sick time.

Schedule

This is a full-time position, Monday through Friday, with occasional evenings and weekends for events.

Application

To apply, please submit your resume and cover letter to jobs@mcevoyarts.org. Please include "Communications Manager" in the subject header. Applications accepted through November 30, 2021.

Position open until filled. Please no calls.

Criminal Background Check

Due to the sensitivity and requirements of our positions, you should expect to undergo and be cleared of an employment background/criminal check, if extended an offer for employment. You may also be asked to provide proof of educational degree(s), licenses or credentials pertinent to the position.

Equal Employment Opportunities

MFA is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive reconsideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.