



## Temporary Contract Position: Marketing & Communications

### About the Jamestown Arts Center

The JAC is currently celebrating its 10<sup>th</sup> year of bringing extraordinary arts to the Rhode Island community and beyond. We provide space for education, exhibition, rehearsal, performance, and interdisciplinary art camps, as well as opportunities for our community including employment, mentoring, outreach, internships, and patronage.

At the Jamestown Arts Center, we believe that great art is fed by the richness of experiences and the cross fertilization of ideas. We encourage participation of people of all ages, cultures and walks of life, the amateur to the professional. We present the arts in a variety of forms and formats, from the visual to the performing arts, from classes to events.

We believe that residents of small communities shouldn't lack the opportunities of their big city counterparts to experience art and design that is aspirational, inspirational, challenging, and at the highest level of its craft. We foster a culture of teamwork, creativity, and results.

### About You

You're an experienced marketing and communications professional who thrives in a team environment. You excel at translating complex information into engaging messaging for diverse audiences. You value community and the non-profit mission to bring extraordinary arts experiences to all. You are savvy with business technology and professional marketing tools. You are deadline oriented and focused on results. You can craft compelling calls to action to suit a diverse array of communication styles and channels. You are personable and fun and enjoy collaborating with both internal and external colleagues.

### Job Summary

Plays a central role in sharing the Jamestown Arts Center story to engage a diverse public audience with the full suite of JAC arts programming. Develops, implements, and measures the success of a complex multi-channel marketing and communications program. Copywrites and designs communications for a diverse mix of electronic and print media. Develops communications strategies and timelines in support of organizational goals, in collaboration with the JAC's executive director and a small team of peers.

### Responsibilities

- Develop audience-driven marketing and communications strategies for organizational goals, and the full scope of JAC's programming, across a mix of earned and paid channels.
- Develop and manage the JAC communications calendar.
- Develop and implement marketing campaigns for exhibitions, educational programs, events, community programs, and overall organizational branding.

- Manage supplier relationships including printing, graphic design, direct mail, technology, and publications.
- Direct the development and distribution of print collateral; publications; and electronic communications and eNewsletters.
- Write copy and manage photo resources for website, email, direct mail, and print communications.
- Craft media releases and community calendar postings and manage relationships with media and journalists.
- Manage a newly-launched website and all social media communications.
- Support outreach initiatives for philanthropic support and fundraising events.
- Support enhancement of brand standards and style guide and ensure consistency across communications channels.
- Coordinate project budgets and expense tracking.
- Develop measures of success and analyze results; track media mentions and maintain communications archives.

### **Skills & Qualifications**

- 3+ years' experience managing marketing, communications, and public relations
- Strong written communication skills
- Experience with web site management and e-mail marketing tools (Squarespace and Mailchimp experience preferred)
- Experience with media relations and writing media releases strongly preferred
- Strong skills with the MicroSoft Office suite
- Some graphic design experience; InDesign experience a plus.
- A commitment to the JAC's non-profit mission; experience in the non-profit or arts sector a plus.

### **Position Details**

Temporary hourly contract position, from late September 2020 through late February 2021.

Hours: 30-35 hours/week, M-F, with occasional weekend hours.

Location: Jamestown RI and remote. Primarily work-from-home initially, but on-site hours may increase as social distancing requirements ease.

To apply: Send a resume, and cover letter, to [maureen@jamestownartcenter.org](mailto:maureen@jamestownartcenter.org)