



Title: Communications and Digital Marketing Manager
Department: Communications
Reports to: Vice President Strategic Initiatives & Communications

ArtsFund supports the arts through leadership, advocacy, and grantmaking to build a healthy, equitable, and creative Washington. At ArtsFund

- We believe that arts and culture are a tool for **social change**.
- We believe in arts and culture as an **economic driver** that creates jobs and revitalizes communities through interconnectedness with the entire Washington economy.
- We believe in **promoting equity** by centering those most impacted by systemic oppression, including Black, Indigenous, and People of Color (BIPOC), LGBTQ+, and people with disabilities.
- We believe that communities benefit when **youth and families** are engaged in the arts.
- We believe that **strong data**, both quantitative and qualitative, can drive meaningful advocacy and change narratives.
- We believe that the **arts bring people together** with different experiences and that convening is essential for healthy communities.

Summary

Reporting to the Vice President of Strategic Initiatives and Communications (VPSIC), the Communications and Digital Marketing Manager sets and implements the strategy for all marketing materials, website, and collateral. This position consistently articulates ArtsFund's mission and values throughout communications platforms with sensitivity to tone and voice for different audiences. They work closely with the development team and the Vice President of Development (VPD) as the internal communications partner on a variety of development initiatives.

Key Priorities and Responsibilities

- Manage planning, content, design, printing, and distribution of ArtsFund's communications, including newsletters, annual report, invitations, event materials, collateral, and fliers. Set content strategy and coordinate with internal and external contributors to execute. Work with VPSIC, VPD, ArtsFund's creative partners, and staff to manage print and digital material and editorial calendar.
- Develop, implement, oversee, and evaluate ArtsFund's social media strategy. Plan, write, and produce content for social media platforms. Partner with development team to ensure social media promotes donor engagement. Track and report metrics and analytics.
- Coordinate ArtsFund's relationship and projects with creative partners and external vendors and contributors.
- Manage website, produce content, coordinate updates, track and report metrics.
- Support the development department with campaign communications. Produce the following materials in partnership with the development department: brochures and pamphlets, email campaigns and eblasts, fundraising appeals, invitations, toolkits, and letters.
- Leverage technology to advance ArtsFund's communications, marketing, and branding goals.
- Organize and maintain photo and media resources and testimonials database; manage communications archive.



- Edit external communications to ensure they articulate ArtsFund’s mission and values with consistency in voice and branding.
- Provide support for ArtsFund’s signature community/fundraising events as needed, which could include generating PowerPoint presentations, and assisting with artists, speakers, video elements, and graphics. Work with VPSIC, ArtsFund’s creative partners, and VPD to develop and manage communications and creative collateral.
- Support VPSIC and programs team in producing convenings and events, including creating marketing and event materials, communications with attendees, post-event surveys and tracking.
- Represent ArtsFund on initiatives and community partnerships as assigned.
- Support other efforts as assigned.

Knowledge/Abilities/Requirements

- Must have a strong commitment to the values and mission of ArtsFund
- Demonstrated knowledge of arts and culture and an understanding of and appreciation for how it affects people's lives
- Proven track record of content creation and delivery
- Excellent interpersonal and organizational, writing, and verbal communication skills
- Strong and timely content generation across platforms and formats
- High level of proficiency with office technology (MS Office, Zoom, Slack, etc.) and social media fluency across platforms
- Proficiency with WordPress, Mailchimp, InDesign, and Photoshop
- Ability to handle multiple projects and prioritize, manage, and meet deadlines effectively
- Strong attention to detail
- Ability to work independently and comfort in taking initiative
- Commitment to a collaborative work environment
- Ability to maintain confidentiality

Preferred

- 4+ years of related experience
- Demonstrated track record in developing and executing successful communications strategies
- Familiarity with the cultural community and nonprofits in the Central Puget Sound region
- Project management experience
- Basic video editing proficiency
- Bachelor’s Degree

Work Environment and Conditions

This is a full-time (40-hour a week), hourly, non-exempt position, which may require some evening hours. The ArtsFund staff currently works according to a hybrid workplace schedule. ArtsFund reserves the right to alter location work requirements at any time. Applicants must have the ability to commit to consistent schedule within standard office hours, Monday through Friday; the ability to work remotely with reliable internet access (hardware will be provided); and the ability to work in our Seattle office for in-person work.



Compensation

Salary range of \$52,000 to \$58,000, based on skills and experience. Generous benefits and PTO package including health/dental insurance 100% paid by the employer, 403(b) with up to 3% match, transportation/parking stipend, three weeks' vacation to start, plus an additional two weeks where the entire office closes (week of New Years and week of July 4th).

To Apply

ArtsFund recognizes that an individual's lived experience is a valued skillset, and we aim to diversify the voices of all decision-makers on our staff to best reflect the stakeholders that we serve. ArtsFund is an equal opportunity employer and is committed to workforce diversity. LGBTQIA, Black, Indigenous, and People of Color, and people with disabilities are strongly encouraged to apply. The position will remain open until filled. To apply, please send a cover letter and resume to jobs@artsfund.org, subject line "Communications and Digital Marketing Manager: *your name*." No phone calls, please; only applicants selected for an interview will be contacted.