



Title: Communications & 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 **promote 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

The Communications & Digital Marketing Manager develops the strategy and implements marketing materials, website, social media, and collateral. There is a particular emphasis on content creation, including drafting content and creating graphics for digital and print materials, social media content, and video production. In addition, this position serves as a project manager for print and marketing materials and initiatives. This position articulates ArtsFund's mission and values on all communications platforms with sensitivity to tone and voice for different audiences. They work closely with the Development team as the internal communications partner on a variety of development initiatives, including the Annual Fund Campaign, as well as external creative partners and contractors. This position reports to the Vice President of Strategic Initiatives & Communications.

Key Priorities and Responsibilities

- Manage planning and develop 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 ArtsFund's creative partners, and staff to manage print and digital material and editorial calendar.
- Develop, implement, 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.
- Serve as the primary graphic and media producer for the organization.
- Draft written content for all ArtsFund platforms, including social media, blog, newsletters, print pieces and targeted communications.
- Serve as project manager, overseeing timeline, budget and implementation for ArtsFund's relationships with creative partners and external vendors and contributors.
- Manage website, including producing content, coordinating updates, and tracking metrics.



- Support the development department with campaign communications. In collaboration with the development department, produce brochures and pamphlets, email campaigns and eblasts, fundraising appeals, invitations, toolkits, and letters.
- 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.
- Support ArtsFund's community and fundraising events, including developing PowerPoint presentations, and assisting with artists, speakers, video elements, and graphics.
- Support the production of convenings and events, including creating marketing and event materials, communications with attendees, post-event surveys and tracking.
- Represent ArtsFund and support other efforts as needed.

Knowledge/Abilities/Requirements

- Strong commitment to the values and mission of ArtsFund
- Knowledge of the arts and cultural sector and an understanding of and appreciation for how it affects people's lives
- Experience managing an organization or brand across multiple social media platforms (ArtsFund currently utilizes Facebook, Twitter, Instagram and LinkedIn)
- Strong proficiency with digital asset production, and expertise with WordPress, Mailchimp, InDesign, and Photoshop
- Excellent interpersonal and organizational, writing, and verbal communication skills
- Ability to manage multiple projects and prioritize, manage, and meet deadlines effectively
- Familiarity with office technology (MS Office, Zoom, Slack, etc.)
- 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 related experience
- Proven track record of content creation and delivery, including designing and creating digital graphics and video content, across platforms and formats
- History of developing and executing successful communications strategies and campaigns
- Familiarity with the cultural community and nonprofits in the Central Puget Sound region
- Project management experience
- Video editing experience
- 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 ability to commit to



consistent schedule within standard office hours, Monday through Friday; ability to work remotely with reliable internet access (hardware will be provided); and 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 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 skill set, and we aim to diversify the voices of all decision-makers on our staff to best reflect the stakeholders that we serve. In addition, we recognize that data demonstrates that women and BIPOC candidates more frequently do not apply to a job because they don't feel they meet all of the qualifications. Our job descriptions are intended to represent an overview of the position, and are not a mandatory, comprehensive list. If you feel passionate about our mission and values, and believe you have the skills to contribute to the growth of ArtsFund, we want to hear from you. 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 & Digital Marketing Manager: *your name*." No phone calls, please; only applicants selected for an interview will be contacted.