



Marketing & Communications Senior Manager

Job Title: Marketing & Communications Senior Manager
Supervisor: Executive Director
FLSA Status: Non-Exempt; Full Time

About Our Organization

The New Art Center is a community art space which offers everyone exceptional opportunities to make, exhibit, view, think about and talk about art.

Position Details

The Marketing & Communications Senior Manager will develop and coordinate strategy and implementation of all marketing and communication for the New Art Center, under the supervision and direction of the Executive Director and in coordination with the Development Manager and the Director of Education.

- **Strategy**

- Develop and implement marketing and branding strategy through the creation and distribution of all web and print communications to promote events, classes, and community engagement
- Oversee schedule of marketing projects and timelines, work with team members to maintain timely production
- Research and implement new print, digital, and event participation marketing avenues to promote the New Art Center to our target audience
- Evaluate programs and ROI for collateral and marketing activities using analytics and surveys, summarize and communicate data to colleagues
- Create and present a comprehensive marketing plan with budget projections to the board of governors
- Work with Development Manager and Executive Director to create communications plans and collateral for annual appeals and fundraising events

- **Class & Event Participation**

- Assist with, photograph, and videotape a range of marketing events, including community fairs, donor appreciation activities, presentations and community outreach activities
- Photograph and videotape artwork, workshops, and classes to help promote New Art Center

- **Print Communications**
 - Design and produce print collateral including course catalogs, brochures, advertisements, flyers, internal signage, and press releases
 - Coordinate collateral distribution by obtaining sandwich board permits and managing vendor distributors
 - Design, order, and install vinyl for exhibitions, wayfinding, and outside signage

- **Digital Communications**
 - Research, design, and maintain email, social media, Google AdWords, Facebook Ads, and other digital marketing campaigns
 - Maintain Google AdGrants and ensure campaign reaches target goals to continue funding
 - Post to social media weekly
 - Design, write and produce website content and improve website SEO and UX
 - Load classes, workshops, and programming to WooCommerce and monitor online registrations
 - Assist with digital exhibitions implementation of new plugins to improve functionality

- **Database & IT Management**
 - Train staff members with database and website use
 - Oversee data pulls, data imports, data accuracy, data migration, and troubleshooting database issues
 - Pull, dedupe, and format mailing lists for marketing and development campaigns
 - Research, design and implement new technology within the facility and classroom including TV announcement signs, hybrid classrooms, and other projects as assigned
 - Maintain image drive to ensure all image and video assets are properly named and stored for easy access of all New Art staff.
 - Create instructions for updating website, creating emails, and using database for other staff members to use

- **Intern & Vendor Management**
 - Research, hire, and collaborate with multiple vendors including commercial printers, advertising vendors, website developers, database developers, and IT specialists
 - Oversee summer intern(s) with mentorship, task assignments, and reviewing of their work. Partake in the Newton City intern program which includes paperwork and surveys to track intern progress.

- Other duties as assigned

Experience and Requirements:

This position requires a high energy, engaging, and proactive problem solver who represents our organization in a professional, caring, and customer-focused manner. In addition to exceptional attention to detail, this position requires:

- BA or BS in Marketing and 3 – 5 years direct experience
- Fluent knowledge of graphic design and marketing tools (Office, InDesign, Photoshop, and mass email platforms); electronic and print design experience required, as well as a love of visual communication
- Excellent written and graphic communication skills
- Experience with database technology, especially FileMaker and QuickBase
- Experience with WordPress websites preferred; some CSS coding preferred
- Experience with integrated marketing software such as HubSpot or SharpSpring
- Ability to multi-task and remain focused in a busy, high energy environment
- A positive, helpful attitude and appropriate behavior while talking to students, faculty, donors, community members, and vendors
- Occasional night and weekend work may be required

Physical Demands

(The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Requires someone to sit for long periods of time.

Requires ability to lift and carry heavy objects (up to 20lbs) on a periodic basis.

Work Environment

(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

- Work performed in an office environment and studio/exhibition environment.
- Occasional travel to offsite locations.
- Work in an historic building with dust, humidity and moisture.

About our Organization

New Art recruits, employs, trains, compensates and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.

The position is full-time, exempt with generous paid time off, and short-term disability insurance. At this time, New Art does not offer employer funded healthcare.

Our organization offers a supportive culture that takes art and artists seriously. We serve over 2,500 students annually in hundreds of classes and workshops. Our faculty includes some of the region's most esteemed art educators. In two facilities that are welcoming and conveniently located, as well as online, we offer an

inclusive, multi-generational approach to art education that has served children, teens and adults at all skill levels since 1977.

Contact Information

Please forward your letter of interest and resume using the subject line “Applicant for Marketing & Communications Senior Manager role” to emily@newartcenter.org by 12/11/20.