

Job Posting

Position Title: Marketing and Communications Manager

Status: Non-Exempt, full-time

Salary Range: \$56,000 - \$60,000 annually

Reports to: Executive Director

The Mission of the McConnell Arts Center ***Building pathways to experience the joy and wonder of the arts***

Position Overview:

Reporting to the Executive Director, the Marketing and Communications Manager will engage external audiences by developing and executing marketing and communications strategies and plans, and developing marketing and communications assets. This position will collaborate with the Executive Director, Program Director, Director of Operations and Special Events and Development Manager to complete the work. The right candidate has an opportunity to shape our future as a brand with a unique and expansive arts portfolio while being able to effectively manage the day-to-day activities of the marketing and communications function.

This position works on site at the McConnell Arts Center (MAC), a beautifully restored landmark building in the heart of historic Worthington, Ohio. You will work with a fun loving team who is committed to the mission and the arts. You will experience regular opportunities to meet the artists who will inspire your work.

NOTE: Ideally, the employee would begin work at the MAC in July 2023. Any employee offered a position will have to pass a background check by the Worthington School District.

About the MAC:

The McConnell Arts Center is a dynamic multi-disciplinary arts center located in Worthington, Ohio in the historic former Worthington High School building. The MAC opened in 2009 through a partnership between Worthington Schools, the City of Worthington and the Worthington Arts Council, and has created a vibrant and dynamic arts program of the highest quality that is enjoyed by patrons throughout central Ohio. Featuring established and emerging artists on view, on stage, and in class, the MAC provides exhibition and performance opportunities to local artists. Through diverse programming including art education classes, exhibitions, and live performances, the MAC builds connections between artists and the community in a comfortable setting, inspiring personal growth and promoting a well-rounded and balanced life. In fall of 2023, the MAC will launch a Lifelong Learning Institute, the first of its kind for this institution.

Benefits include paid vacation and sick time and access to a company sponsored healthcare plan, which includes vision and dental coverage, complimentary tickets to performances at the MAC and from our partners, and a flexible working environment. Work from home is optional on Mondays from mid-August through end of May.

Essential Functions:

Core Responsibilities

- In collaboration with the Executive Director, Program Director, and Special Events and Development Manager, develop and oversee an annual marketing and communications plan related to exhibits, performances, and classes
- Evaluate and make recommended adjustments to the annual budget for marketing-related activities
- Maintain a content calendar including promotions of community events, educational events, and other communication opportunities
- Crafting of unified language to be used by staff and board via electronic communication
- Duties as assigned

Audience Development

- Develop and execute new marketing initiatives to attract and retain new audiences for the MAC's programs
- Advocate and build consensus within the organization for audience development initiatives
- Adapt and build the MAC's brand through asset creation, flyers, graphics for social media and the website, and other materials
- Identify and implement new tactics for collecting attendees' contact information at performances, both paid and free
- Collection of audience demographic information
- Analyze email, social and website activity to identify audience intents and interests
- Create reports analyzing and sharing the implications for internal presentations to the staff, Marketing Committee and Board of Directors
- Support event preparations by creating graphics, flyers, gathering marketing tools, photographing events, etc.

Social Media and Digital Marketing

- Schedule and post social media content
- Create content for all channels and livestream on social media during events
- Review social media and digital marketing analytics (email, website)
- Create and maintain success metrics
- Monitor and maintain best practices that improve the organization's presence in search results and measurably convert these search results into engagement, either through newsletter sign-ups, social media activity, attendance or ad hoc donations

Website Management

- Manage ongoing content updates to the MAC website including troubleshooting web issues and making suggestions for improvements
- Research and maintain best practices in tagging digital assets and optimizing website content for accessibility and organic search traffic

- Perform day-to-day content maintenance activities including, but not limited to, video closed-captioning, retiring dated/expired content, resizing images, fixing broken links, etc.

Qualifications and Experience

- Bachelor's degree in Marketing and/or Communications or 4-5 years of relevant experience
- Experience in digital marketing or communications in a non-profit or community organization as evidenced through a portfolio of digital or printed media
- Experience building inbox-friendly email campaigns
- Strong interest and awareness of current marketing trends
- Detail oriented with a focus on delivering results
- Energized and able to manage and prioritize many tasks simultaneously
- Flexibility to work evenings and weekends due to the nature of our events
- Proficiency in Microsoft Office, Canva, Survey Monkey, internet research, and strong knowledge of social media
- Experience with Google and Meta's ad managers and analytical tools are a plus
- Experience with Adobe Suite is a plus

Ideal Candidates Will:

- Bring creativity and excitement for community and camaraderie through the arts
- Be a problem solver and able to leverage traditional and social media to cultivate public opinion
- Enjoy a varied role and range of activities
- Possess skills to operate at the big picture strategic level as well as the day-to-day detailed operational level
- Thrive in a collaborative and self-directed work environment that values creativity and initiative
- Have a deep passion for engaging new audiences through the arts
- Demonstrate a personal commitment to the values of Diversity, Inclusion, Equity, and Belonging
- Show demonstrated experience executing and creating multi-channel audience development campaigns/efforts
- Communicate with diplomacy and polish

Work Environment: To perform this job successfully, you should be able to perform each essential duty satisfactorily. The physical demands and work environment described in this job description are representative of those an employee encounters while performing the essential functions of this role. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, you will be regularly required to use a computer and communicate with co-workers in an office environment. You will frequently need to stand or sit to complete work, move tables, chairs, and perform other duties when setting rooms for programs and events, moving or lifting up to 20 lbs.

Our Ideal Candidate: You should be passionate about visual and performing arts programming and arts education, and have a career, volunteer, or academic history demonstrating that commitment.

You should be goal-oriented and mission-driven and able to manage complex calendars and schedules. Flexibility and creativity are essential qualities. An ability to support the work of artists and performers, interns and volunteers is essential as well as working independently, managing self-directed weekly and monthly goals. You should have a great rapport with fellow staff and artists and the ability to work with all kinds of people. Most importantly, you should be a proactive communicator, friendly, approachable, and creative.

The MAC is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, gender, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined in federal, state or local laws.

To Apply: Send resume, cover letter, and 3 professional references to Kimberlee Goodman, Executive Director at the McConnell Arts Center - kgoodman@mcconnellarts.org. No phone calls please. Posting will remain active until position is filled. Only candidates selected for an interview will be contacted.