

Marketing and Communications Manager

Full time

Salary \$32-\$34k dependent on experience, no benefits

Flexible work schedule, some weekends and evenings required

Reports to Executive Director

About Us:

Arts for Lawrence (AFL) is a 501(c)3 nonprofit organization that connects arts and community to inspire everyone every day. Located at the decommissioned Fort Benjamin Harrison, AFL is the visionary for the Fort Ben Cultural Campus and offers public programming in the historic Theater at the Fort, the new Visual Arts Center (opening October 2021) and the Cultural Plaza which hosts outdoor concerts and festivals. With the recognition that access to the arts is unequal, AFL breaks barriers to ensure everyone has access to a vibrant and creative life.

Job Brief:

We are looking for a passionate Marketing & Communications Manager to join our leadership team. Responsibilities include assisting in organizing campaigns and developing marketing strategies, supporting the organization's work through social media campaigns, print design, website oversight and public relations. Because AFL strives to be representative of everyone in our community, People of Color are encouraged to apply.

Responsibilities:

- Implement and maintain a current Marketing plan
- Undertake daily tasks on social media platforms
- Prepare and deliver promotional material for print and digital
- Oversee website content and updates
- Write newsletter items & press releases
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success

Requirements:

- Good understanding of office management and marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a community-oriented approach
- Good knowledge of market research techniques and databases
- Excellent knowledge of MS Office, various social media platforms, and Wix website management. Knowledge of Adobe Creative Cloud a strong advantage.
- Excellent communication and people skills
- BS in Communications, Marketing, Informatics or relevant field is a strong advantage

Applicants should send resume, cover letter and references to lengviz@artsforlawrence.org
No phone calls.