



Director of Marketing and Communications

Reporting to the CEO, and serving as an integral member of the curatorial team, the Director of Marketing and Communications is responsible for the development and implementation of the Lawrence Arts Center's communications strategy. The Director of Marketing and Communications develops an impactful communication plan and directly manages all marketing activities to advance the organization's position with relevant audiences, enhance the Arts Center's visibility in the region as well as drive broader awareness and program engagement. This includes oversight of and responsibility for the Lawrence Arts Center's varied communications products and services: course catalogues and other print publications; web, e-news, social media and other online communications; media and public relations.

This is a full time, salaried position with a flexible schedule and benefits, including a 401K, health / dental / vision / life insurance, sick leave, EAP program and a generous vacation package. This position is ideal for a professional who enjoys working with creative people in an upbeat, dynamic, engaging and community-oriented environment. Nonprofit experience is a plus.

Interested applicants should email resume, references, cover letter, and work samples to:

Margaret Weisbrod Morris at margaret@lawrenceartscenter.org

Responsibilities:

Strategy, Vision and Leadership

- Develop and implement an integrated strategic communications plan to advance Lawrence Arts Center's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Create a marketing/public relations strategy that will allow the Lawrence Arts Center to cultivate and enhance meaningful relationships with targeted external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Serve as communications advisor to the Lawrence Arts Center's leadership.

Operations

- Create or oversee the development of all Lawrence Arts Center print communications including the course catalogues, program collateral materials, annual report and electronic communications including Lawrence Arts Center's website and social media.
- Create or gather written content for all marketing collaterals.

- Exercise judgement to decide marketing projects that call for a contractor and projects that can be implemented using internal resources.
- Manage relationships with contract designers and vendors as needed on a project by project basis.
- Identify and prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Actively engage, cultivate and manage media relationships to ensure coverage surrounding Lawrence Arts Center programs, special events, public announcements, and other projects.
- Oversee the day-to-day activities of communications program functions such as budgeting, planning, and project management.

Management

- Coordinate with staff, artists and program partners to generate marketing and public relations content.
- Recruit and manage communications contractors to support the development and execution of the communications strategy when needed.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Use a collaborative approach on a consistent basis.

Required Qualifications:

- Bachelor's degree in journalism, communications, marketing or related field
- Minimum 7 years communications / marketing experience either in-house or with an agency.
- Demonstrated skill and comfort with proactively building relationships with key media partners, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
- Demonstrated experience managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.
- Exceptional written, oral, interpersonal, and presentation skills
- Ability to effectively interface with curatorial team and staff
- Ability to be effective with tactics as well as strategy
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
- Excellent judgment and creative problem solving abilities, including negotiation and conflict resolution skills.
- A track record for translating strategic thinking into action plans and output.
- Superior project management skills; ability to influence and engage direct and indirect reports and peers

Preferred Qualities:

- Energetic, flexible, collaborative, and proactive
- Innovative thinker; creative and thoughtful on how new media technologies can be utilized.
- Experience in mentoring and coaching others in communications strategies.
- Self-reliant, good problem solver, results oriented
- Ability to make decisions in a changing environment and anticipate future needs
- Excellent and persuasive communicator
- Good sense of humor, "glass half full" / abundance mindset
- Passion for the arts and the Lawrence Arts Center's mission