

## **Communications & Development Manager**

### **Arts Services Initiative of Western New York, Inc. (ASI)**

**Arts Services Initiative of Western New York (ASI), a not for profit 501c3 organization located in Buffalo, NY is seeking a full-time individual to manage our communications and relationships within the arts and cultural field, while playing key roles in programmatic, event, administrative, and fundraising activities.**

ASI is the local arts council that provides tools and resources to artists and non-profit arts organizations including grant funding, educational and professional development workshops, financial services, advocacy and more. ASI is “Where the arts meet business” in Western New York.

#### **DUTIES AND RESPONSIBILITIES**

**Communications/Marketing (75%):** This position will be responsible for updating and maintaining the ASI website, social media communication, and newsletters; design and produce brochures, advertisements, posters, and any other materials related to the marketing of events and programs.

- Participate in development of ASI’s strategic marketing plan
- Manage website content and make necessary updates regularly
- Compose and send out bi-monthly e-newsletters
- Maintain active social networking presence
- Manage promotion process for all ASI programs, including: design of ads, placement in various publications and websites, monitor contracts, and maintain contacts with media representatives
- Oversee design and dissemination of all development materials, including: The Spark Awards, annual appeal, Spring it On campaign, and more
- Maintain a comprehensive media list
- Responsible for increasing awareness of ASI and all of our activities through effective, creative, and professional marketing and public relations
- With the Executive Director, establish and maintain partnerships with community organizations and businesses to support the ASI mission.

**Development (25%):** Responsible for the duties involving communication, promotion, and administration of development activities of ASI, including individual giving, corporate and foundation support, fundraising events, and grants.

- Facilitate, with assistance from the Executive Director, development and implementation of an annual development strategy to achieve associated financial goals for the following priorities:
  - Special Events, such as the Spark Awards
  - Individual Giving
  - Corporate and Foundation Giving
- Regularly update donor database and manage reporting
- Conduct prospect research for new funding opportunities
- Monitor and track organization's programs for grant reporting on budgets and progress towards program metrics with assistance from the Executive Director.

**General Requirements**

A college degree in a relevant field is preferred. Preference will be given to candidates with a long-term interest in fundraising, marketing, the arts, and/or non-profit management. The Communications & Development Manager must be an exceptionally organized, detail-oriented self-starter who is personable and has outstanding written and verbal communication skills. He or she must have the ability to multi-task and adjust to seasonal or event-related fluctuations in workload. Proficiency with Microsoft Word and Excel is required. Knowledge of fundraising database programs is a plus. Proficiency with Photoshop, Microsoft Publisher and Adobe Creative Suite is preferred. Like all our employees, the Communications & Development Manager is expected to contribute to a culture based upon respect, teamwork and collaboration. Adaptability, creativity, and a passion for the arts and ASI is a must.

**Reporting & Other Details**

The Communications & Development Manager reports to the Executive Director. Other responsibilities may be required by the Executive Director or the Board of Directors to fulfill the mission and goals of our organization. This is a full-time, salary position which will include periodic evening and weekend work. Benefits include paid holidays, PTO time, and a \$3,500 stipend for health insurance and onsite parking. Compensation rate will be determined by experience and qualifications.

**To apply, send the following materials (in one PDF) to [info@asiwny.org](mailto:info@asiwny.org)**

- Cover letter (with salary requirements)
- Resume
- Three professional references

**Phone inquiries will not be accepted.**

Arts Services Initiative of Western New York provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Applications will be accepted until the position is filled.