

## **Communications & Engagement Manager Arts Services Inc. (ASI)**

**Arts Services Inc. (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, and administrative 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 and Marketing (40%):** This position will be responsible for strategic leadership and implementation of marketing, communications, content strategy, and brand management. Additional responsibilities include:

- Participate in the development of ASI's strategic marketing plan and annual timeline
- Manage website content and make necessary updates regularly
- Compose and send weekly e-newsletters
- Maintain active social media presence on all platforms
- Manage marketing and promotion process for all ASI programs, including: design of promotional materials and advertising
- Oversee design and dissemination of all development materials, including: The Spark Awards, annual appeal, funding campaigns, and more
- Maintain cohesive messaging throughout and for the organization.

**Engagement and Relationships (60%):** This position is also responsible for developing, maintaining, and strengthening relationships with media contacts, donors, and the arts field. Additional responsibilities include:

- Develop relationships with area media and supporters to generate proactive press coverage
- Manage media requests, press releases, and other public relations opportunities; develop and pitch story ideas for media that align with ASI's mission and highlight ASI's successes
- Develop and support advocacy and sector awareness efforts in coordination with the Executive Director and sector leaders
- Identify strategic partnerships to drive recruitment efforts and donor relation activities
- Assist with events that will increase ASI's exposure to potential donors and sponsors

### **General Requirements**

A college degree in a relevant field is preferred. Preference will be given to candidates with a long-term interest in the arts, non-profit working environment, marketing, and relationship-building. The Communications & Engagement Manager must be an exceptionally organized, detail-oriented self-starter who is personable and has outstanding written and verbal communication skills. He/She/They 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 database programs, such as CRM, is a plus. Proficiency with Photoshop, Microsoft Publisher and Adobe Creative Suite is preferred. Like all our employees, the Communications & Engagement Manager is expected to contribute to a culture based upon respect,

teamwork, and collaboration; and embrace diversity, inclusion, and equity. Adaptability, creativity, and a passion for the arts and ASI is a must.

### **Reporting & Additional Details**

The Communications & Engagement Manager reports to the Executive Director and works closely with the Grants & Programming Director. Other responsibilities may be required. This is a full-time, salary position which will include periodic evening and weekend work. Benefits include paid holidays, PTO time, and a \$3,750 stipend for health insurance/dental and onsite parking. Compensation rate will be determined by experience and qualifications (salary range of \$30,000 - \$40,000, including the health stipend).

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

- Cover letter
- Resume
- Three professional references

**Phone inquiries will not be accepted.**

Arts Services 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.

[www.asiwny.org](http://www.asiwny.org)