Marketing & Communications Lead
Arts Services Inc. (ASI)
Full-time, hourly, non-exempt

Arts Services Inc. (ASI), a not for profit 501c3 organization located in Buffalo, NY is seeking a full-time individual to play a key role in our communications within the arts and cultural field and relationships with the media.

DUTIES AND RESPONSIBILITIES
The Marketing & Communications Lead will work closely with the Executive Director and program staff to develop and implement all of ASI’s marketing, communications, public relations, and brand management. This includes serving as ASI’s internal communications point person and external marketing lead to the arts and cultural field.

Additional responsibilities include:

- Create and execute the development of ASI’s strategic marketing plan and annual timeline in conjunction with the Executive Director, including:
  - Weekly e-newsletters
  - Social media content
  - Programs and services promotion (content for both print and digital communications)
- Collect and report on analytics data and adjust plans and action items accordingly
  - Includes creating surveys to collect feedback and testimonials for ASI programs and events in coordination with ASI’s program staff
- Manage and regularly update website content
- Use and maintain CRM database to effectively track engagement, target messaging, and enhance value proposition
- Maintain active social media presence on all platforms
- Oversee design and dissemination of all development materials with ASI’s Development & Engagement Lead
- Develop relationships with area media 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
- Maintain cohesive messaging throughout and for the organization
- Responsible for content aggregation including photos, videos, and other media resources
- Attend ASI events and community events to promote the mission and programs of ASI

General Requirements
A college degree or relevant experience is preferred. Preference will be given to candidates with a long-term interest in the arts, non-profit working environment, marketing, and outreach. The Marketing & Communications Lead must be an exceptionally organized, detail-oriented self-starter who is personable and has outstanding communication skills. He/She/They must have the ability to lead their own work flow and adjust to seasonal or event-related fluctuations in workload. Familiarity with Microsoft Word and Excel, or similar platform is required. Knowledge of database programs, such as Microsoft Dynamics 365, is a plus. Like all our employees, the Marketing & Communications Lead 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.

**Applicants are not required to meet all of the above experiences and/or skill sets. We encourage all to apply. ASI will provide training and on the job support where appropriate.**

**Reporting & Additional Details**
The Marketing & Communications Lead reports to the Executive Director and works closely with the Grants & Programming Director and the Development & Engagement Lead. Other responsibilities may be required. This is a full-time, hourly position which will include periodic evening and weekend work (with the opportunity for overtime).

Benefits include paid holidays (15), PTO time, retirement, a $4,000 stipend for health insurance/dental, and onsite parking. Compensation rate will be determined by experience and qualifications (salary range of $40,000 - $45,000, including the health stipend).

**To apply, send the following materials (in one PDF) to careers@asiwny.org**
- Cover letter
- Resume
- Three professional references

Applications will be accepted until the position is filled.

**Arts Services Inc. (ASI)**
Arts Services Inc. (ASI), a not-for-profit 501(c)(3) organization located in Buffalo, NY, and is the regional arts council that provides tools and resources to artists and nonprofit arts organizations, including grant funding, educational and professional development workshops, financial services, and advocacy. ASI is "where the arts meet business" in Western New York.

ASI envisions a region where inclusive creative communities are valued and visible, and where artists and arts organizations have access to the resources needed to advance and thrive. At ASI, we firmly believe the arts belong to everyone. By creating opportunities with the arts, we’re crafting a future where people of all backgrounds can connect and find community.

We hope you will consider joining our team. ASI 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.

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