

The Center for the Arts  
Marketing Director  
Job Description

**Job Title:** Marketing and Communications Director

**Job Classification:** Full time exempt

**Requirements:** Bachelor's Degree and a minimum of 5 years marketing experience preferably in arts and the nonprofit arena.

**Summary:** The Marketing and Communications Director is responsible for directing the public relations and marketing activities of the Center for the Arts. The position develops and manages the marketing budget, overall communications strategies and campaigns, media relations, website content, written collateral and other promotional efforts for the organization. Reporting to and in partnership with the Executive Director, the Marketing Director will conceive, plan and execute all marketing initiatives with the goal of increasing visibility, participation and support for the diverse programs of the Center. This employee exercises discretion and independent judgment on all significant matters related to marketing and is responsible for directing and supervising staff and contractors.

**Specific Duties and Responsibilities:**

- Creates, strategizes and implements a comprehensive marketing, communications and public relations plan complete with editorial calendar for the entire fiscal year
- Creates, strategizes and implements all organizational marketing, communications and public relations activities and materials including publications and media relations
- Ensures articulation of the Center's desired image, assuring consistent communication of image throughout the organization
- Oversees, assists in the creation of, strategizes and implements branding of the Center's image, marketing strategies and publications including comprehensive timelines, planned future evaluations and potential re-structuring and re-creation of brand at regular intervals
- Responsible for editorial direction, design, production and distribution of all organizational publications
- Develop brand standards and use guide for the Center's logo and brandmarks
- Coordinates the appearance of all organizational print and electronic materials such as letterhead, use of logo, eblasts, brochures, programs, etc
- Creates, strategizes and implements titling of departments both external and internal to the organization

- Creates, strategies and implements evaluation measures on the effectiveness of marketing, communications and public relations
- Oversees such outreach efforts as print media, press releases, ads, programs, brochures, posters, social media, radio, community calendars
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing / communications / public relations function
- Keep informed of developments in the fields of marketing, communications and public relations through professional development and research
- Work with the Executive Director and senior management team on organizational goals and objectives
- Work with all departments and employees on appropriate programming and timing as well as appropriate marketing techniques for such programming
- Incorporate innovation in all outreach efforts
- Create individual marketing plans for large programs/fundraising efforts such as Tour de Forks, Crested Butte Wine & Food Festival, artist in residency programs, the Iron Pour, Chefs on the Edge and ARTrageous Gala
- In conjunction with the Digital Marketing Director, manage digital presence including website, blog, email, social media, etc
- Maintain and constantly strive to improve The Center's community position and perception
- Develop strategic alliances or partnerships with companies or entities that share common goals and/or add value to The Center's experience for all user groups
- Develop and oversee all print, broadcast and internet/digital marketing and social media support
- Develop detailed annual marketing and communications plan for the Center involving goals, strategies and tactics. Share plan with the Center's staff, board and stakeholders as appropriate to ensure alignment
- Develop and oversee marketing budget. Authorizes purchases, expenses and revenues in accordance with the approved budget.
- Responsible for communicating and projecting a consistent brand image for the Center with consistency across a variety of media and external impressions

- Convey marketing's key objectives to the Center staff and board to foster broad understanding and buy-in of future vision throughout the Center
- Performs marketing management duties i.e. interviewing and selecting employees, scheduling, planning and directing marketing staff. Has authority to hire and terminate marketing staff.
- Participates in strategic decisions and special projects as assigned by the Center's Executive Director