



Job Title	<i>Marketing Director</i>
Reports to	<i>Executive Director</i>

Job Profile

The mission of Center for the Arts is to connect our creative community by providing a dedicated campus, supporting excellent programming, and nurturing a collaborative spirit. The Marketing Director is responsible for the development, implementation, and management of a comprehensive marketing strategy in support of that mission, to grow and maintain key stakeholder support for the organization.

This key leadership position will be an invaluable writer, content creator, and thought-partner in guiding campaigns, projects and initiatives, and developing a distinct brand and voice for The Center. The ideal candidate will be able to work with departments and individuals across the organization while maintaining a strategic perspective on overall direction in accordance with The Center's mission.

This is a full-time exempt position with competitive salary and benefits package.

Duties and Responsibilities

Marketing Strategy & Implementation

- Establish an annual marketing strategy in conjunction with the Executive Director, fellow staff, and the Marketing Committee of the Board of Directors.
- Coordinate marketing efforts for Center Presents productions as well as key fundraising initiatives such as the annual appeal and Old Bill's Fun Run.
- Provide big-picture editorial direction, design, production, and distribution of all Center publications.
- Work closely with the Development department to establish a marketing plan for all aspects of The Center's outreach to its donors, patrons, and Resident organizations.
- Produce high-quality branded collateral and strategy in support of fundraising and marketing goals.
- Manage editorial calendar and execution strategy for social media, email marketing, and website.
- Advise third parties and Residents on event-specific marketing plans and execution.

Brand Identity

- Coordinate brand consistency across all communication channels.
- Educate Center staff, Residents, and third parties on brand guidelines.
- Establish and integrate brand messaging into internal and external communications.
- Ensure that the appearance of all Center print and electronic materials conforms to The Center's style guide, including but not limited to letterhead, logo application, and email signatures.

Content Management

- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, and newsletters.
- Coordinate website maintenance and management — ensure that new and consistent information is posted regularly.
- Track and measure the level of engagement across social media networks and other organizational databases over time.

Public Relations & Community Engagement

- Develop press releases, coordinate media interest in The Center, and build internal and external relationships to assist in PR strategy and implementation.
- Optimize editorial coverage from paid media relationships.
- Serve as the primary point person for all media contacts.
- Identify and support speaking opportunities for the Executive Director and other organizational leadership.
- Develop and implement strategies to represent The Center favorably within the community.
- Proactively cultivate relationships with Resident organizations of The Center, the media, and key community stakeholders through regular communications.

Qualifications

Experience

- Bachelor's degree or higher in marketing, communications, or related field
- Three years or more professional experience in marketing or communications role
- Advanced knowledge of digital marketing platforms
- Experience in the performing arts and/or familiarity with nonprofit arts organizations a plus

Skills & Personal Characteristics:

- Exceptional communication skills, both written and oral
- Ability to manage multiple tasks concurrently
- Excellent interpersonal skills with a willingness to collaborate.
- Detail oriented
- Strong relationship-building skills
- Ability to maintain professional composure while working in a fast-paced environment
- Strong organizational skills, including the ability to prioritize and manage individual workload
- Intellectual curiosity and passion for continual improvement
- Ability to exercise good judgement. Proactive and creative problem solver
- Highly professional in presentation and performance
- Knowledgeable about the Jackson Hole arts community

Working Conditions

Core hour work schedule with the potential for occasional evening and weekend obligations in a facility that is open to the public 355 days annually. Open office workspace.