

Job Title: Marketing & Communications Manager

Reports To: Chief of External Affairs

Position Status: Full-time

Location: Cincinnati, OH

Compensation: \$45,000-\$50,000 annual salary, competitive package of health benefits and PTO

ABOUT THE CONTEMPORARY ARTS CENTER:

MISSION STATEMENT: The Contemporary Arts Center (CAC) is a lab for understanding ourselves, others, and the world around us through the experience and creation of all contemporary art forms.

CAC BACKGROUND: The CAC was founded in 1939 by three women with their eyes on the future. Today, our purpose is to champion open minds and foster an inclusive culture by using contemporary art and mutual learning as vehicles for connecting people, cultivating creativity, and catalyzing curiosity.

The CAC now operates on a ~\$4M annual operating budget and offers 4 - 5 significant exhibitions per year, including group and solo exhibitions originated by CAC curator(s), guest curators, and partners, as well as a robust education program. It is the oldest non-collecting contemporary art center in the country and one of the largest, owning an 80,000 sq. ft. building with approximately 22,000 sq. ft. devoted to exhibition and performance space. The CAC is poised to continue its 85-year legacy of being the premier venue for contemporary art in the greater Cincinnati region with new executive leadership in place, a completed \$5M+ renovation of its educational facility, and a new strategic plan that will serve as its programmatic and operational blueprint for the next five years.

LOCATION: The CAC is located in an architectural gem in the heart of downtown Cincinnati, designed by Iraqi-British architect Zaha Hadid. The Lois and Richard Rosenthal Center for Contemporary Art was heralded by *The New York Times* as “the most important American building to be completed since the end of the cold war” and was lauded for its community-centric approach to the design process.¹

POSITION DESCRIPTION: Please refer to pages 3 – 5 for the full job description.

¹ Herbert Muschamp, *The New York Times*, June 2003.

CANDIDATE PROFILE: The Marketing & Communications Manager is a creative thought leader who works in tandem with the Chief of External Affairs to develop and manage the museum’s marketing, communications & public relations strategies to produce and share engaging content that drives audience development, deepens guest and donor loyalty, and supports revenue goals. The ideal candidate is an excellent project manager who is passionate about introducing audiences to CAC and deepening existing support of CAC. The person who fills this role possesses the ability to apply their creativity and innovation to meticulous, thorough design and implementation work, supporting a collaborative and dynamic museum team.

At the CAC, we believe in nurturing talent and investing in our people; we encourage intrepid individuals with big ideas to apply, even if it seems you do not have extensive experience.

SALARY, BENEFITS, AND PROFESSIONAL DEVELOPMENT: This Full-time position takes place via hybrid work arrangement for the foreseeable future. FT staff work on-site Wednesday – Friday and off-site Mondays and Tuesdays as responsibilities allow. The annual salary range is \$45,000-\$50,000 and benefits include medical, vision, dental, and paid parental leave; access to retirement savings; generous vacation time, sick/personal days, and paid holidays; and access to professional development opportunities, employee assistance program, CAC membership, and CAC Museum Shop and Cafe employee discounts.

TO APPLY: Interested candidates are asked to provide a single .pdf file including a letter of interest that outlines key competencies, previous experience with communications, public relations, media relations, marketing, and/or graphic design (2 pages max); and resume including work experience (2 pages max), to Jovoni Trollinger, Director of Administration & Operations, at jtrollinger@cincycac.org. Include “Application: Marketing & Communications Manager” in the subject line of your email.

After applications are reviewed, selected applicants will be contacted for interviews. References will be requested and contacted only during the final interview stage and the identities of applicants will be held in the strictest of confidence.

RECRUITMENT & HIRING: The CAC is an Equal Opportunity Employer (EOE) where all applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, Veteran, or disability status.

THE CONTEMPORARY ARTS CENTER, CINCINNATI MARKETING & COMMUNICATIONS MANAGER JOB DESCRIPTION

POSITION SUMMARY:

The primary purpose of the Marketing & Communications Manager role is to contribute to the CAC's institutional and programmatic marketing efforts. The Marketing & Communications Manager works as a collaborative partner to the Chief of External Affairs to develop and carry out the museum's marketing campaigns, digital strategy, internal and external communications, and public relations plans. The Marketing & Communications Manager will manage and partner with CAC's contracted Marketing & PR firm to successfully uplift the institution, driving attendance and contributed & earned revenue.

The Marketing & Communications Manager will drive to 1) create and implement a consistent and effective institutional brand identity and messaging, 2) uplift awareness of the museum locally, nationally, and internationally in order to increase museum attendance and raise awareness of the various exhibitions and programs, 3) support the museum's initiatives to promote earned revenue streams for the CAC, such as memberships, retail sales, venue rentals, and the CAC cafe, and 4) promote donation opportunities for the museum. This is an ideal role for a creative and collaborative marketing and communications professional, with a talent for project management, looking to create a culture of belonging that opens minds.

DUTIES & RESPONSIBILITIES:

- Serve as liaison between Marketing & PR Firm and CAC staff, interfacing multiple times a week, when necessary, to develop, optimize, and analyze communications and promotions efforts. Current scope of work by Marketing & PR Firm:
 - Strategic communications & promotions planning and execution
 - Scheduling CAC-created social media content calendar
 - Media kit development and proactive media pitching
 - On-site staffing management for media at signature events
 - Photography and videography of events and programs as determined
 - Graphic design needs as determined
 - Website copy, design and maintenance
 - Paid media budget management
 - Monthly report of media metrics
 - Press release development and dissemination
 - Creation of CAC's Annual Report
- Partner with Marketing & PR Firm to prioritize and maximize the effectiveness of the CAC website for communicating the mission and vision, exhibitions and performances, educational programs and outreach, all other artistic expressions, and the prioritized initiatives of the CAC to external audiences.
- Partner across CAC departments to oversee marketing and communications content development, including Executive, Curatorial, Education, External Affairs/Development, Facility Rentals, and Earned Revenue.
- Develop and manage media relationships to support media relations efforts and serve, in partnership with Marketing & PR Firm, Chief of External Affairs, and Executive Director, as a liaison and spokesperson to the media outlets where appropriate.
- Develop and execute a robust digital and social media strategy, including content, to enhance brand visibility and engagement across multiple platforms, using audience segmentation strategies, to

increase brand awareness, foster engagement, and drive conversions for exhibitions, programs, special events, donations, and more. Maintain a working knowledge of trends and best practices in digital marketing and social media marketing, making recommendations for changes in practices, when appropriate.

- Develop and manage the CAC digital communication content calendar, including comprehensive email marketing strategy for entire organization, covering campaign planning, content creation, timing and frequency, and maintain a communications calendar for all patron-facing emails, including those from Development, Education, Events, etc.
- Analyze web traffic and optimize online content, considering SEO, Google Analytics, A/B testing, etc.
- Assist Chief of External Affairs with marketing budget planning and tracking.
- Manage the institutional design brand identity of the CAC, and oversee the production of all collateral materials, digital properties, advertising, promotional programs, and institutional signage.
- Partner with Chief of External Affairs and Executive Director on establishment of internal communications strategy to facilitate information exchange among staff, board, and committee members.
- Develop brand style guide for the maintenance of institutional writing standards, following AP Style, including tone, voice, grammar, accuracy, and style, ensuring consistent brand voice is represented in all pieces produced and distributed by the institution.
- Create and assess metrics to gauge and evaluate the effectiveness and impact of media activities and prepare routine reports that detail these activities.

SUPERVISORY RESPONSIBILITIES:

- The position serves as lead contact for CAC's Marketing & PR Firm.

ALL OF THESE DUTIES ARE TO BE DONE WITH OVERALL CAC BUSINESS IN MIND. THE PERSON IN THIS POSITION WILL BE CONSCIOUS OF OTHER CAC PROGRAMS, EXHIBITION NEEDS, AND CAC POLICY AND PROCEDURES.

COMPETENCIES:

- Project Management—Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget.
- Oral & Written Communication—Speaks clearly and persuasively in positive or negative situations; presents numerical data effectively; listens and gets clarification; responds well to questions; demonstrates presentation skills; participates in meetings; able to read and interpret written information.
- Design—Generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail.
- Problem Solving—Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Innovation—Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas.

QUALIFICATIONS:

- 3 or more years combined experience in communications, public relations, media relations, marketing, preferably in the nonprofit arts sector.
- Superb writing, proofreading, and editing skills with a strong sense of storytelling.
- Proficiency with word processing and other computer software (such as Microsoft Word, Excel,

Outlook, PowerPoint, Adobe Acrobat, Creative Cloud).

- Contacts with national and local editors and journalists in electronic and print media are desirable.
- Ability to always maintain confidentiality.
- Capacity to work both independently and collaboratively.
- Ability to work under deadlines and successfully handle several projects at once.
- Knowledge of the local arts community and passion for museums is preferred.

PHYSICAL DEMANDS & WORK ENVIRONMENT:

- The person in this position needs to occasionally move about outside and inside the office to attend meetings with others, access files, office machinery, etc.
- Must be able to remain in a stationary position 50% of the time.
- Operate a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer.
- Able to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations.
- Able to observe details at close range (within a few feet of the observer).
- Sometimes work in outdoor weather conditions.
- Occasionally move and transport boxes and other items weighing up to 25 pounds for various needs.

