

**SUMMER OF THE ARTS
COMMUNICATIONS MANAGER
JOB DESCRIPTION**

Mission: The mission of Summer of the Arts is to build community by bringing people together in the Iowa City area to experience, learn about, and enjoy free arts and cultural programs.

Position reports to: Summer of the Arts Executive Director

Position Summary: The primary responsibilities of the Communications Manager include working with staff and the Marketing & Outreach Committee to develop and implement an annual communications/promotion plan, manage all social media, produce news releases, update website and draft weekly and specialty newsletters. This position will also support general operational preparations for Summer of the Arts festivals and events.

Salary and Benefits:

- Salary \$39,000-42,000 depending on experience
- Summer of the Arts covers 25% of individual health insurance costs
- Office hours are M-F 8:30-4:30 PM, but schedules are flexible in the summer to accommodate events; option to occasionally work remotely
- 13 paid holidays
- One day of sick leave/month
- 10 days of PTO starting the month following start date

Essential Duties and Responsibilities

A. Communications & Marketing (80% of time):

- Work with Executive Director and Marketing & Outreach Committee to put together a communications and promotional plan for all festivals and events
- Attend Marketing & Outreach Committee Meetings
- Develop and implement plan for organization's social media sites
- Update regional media contact list and promotion plan for news releases
- Add events to area on-line calendars in a timely manner
- Update internal marketing calendar with advertising deadlines, dates for news releases, etc.
- Work with Executive Director and Graphic Designer to plan all marketing materials: posters, programs, flyers, etc. prior to print/distribution as well as social media promotions
- Manage distribution of marketing and promotional materials
- Prepare news releases; work with local media partners to promote events
- Update organization's website on a regular basis
- Research current marketing strategies and tools
- Work with development director to make sure all sponsor logos are appropriately displayed on website
- Work with executive director and development director to put together marketing reports for sponsors

B. Festival Operations (20% of time):

- Help with preparations for general operational areas related to summer festivals
- Assist with festival management including logistics, mapping, working with vendors
- Be an active participant when it comes to festivals and events – this includes setting up tents, tables, chairs, barricades, banners, booths, etc. with staff
- Work weekly events in rotation with Summer of the Arts staff
- Make sure that all logistics are communicated with vendors to insure a smooth set-up of each festival

C. Administrative Duties:

- Basic phone and administrative duties
- Any additional duties or tasks to support the Summer of the Arts mission

Expectations:

- Communicate regularly with executive director to provide updates and work progress
- Attend meetings for Summer of the Arts Staff, Board, Marketing, and other Festival Committees as needed
- This position requires someone with active problem-solving skills and situational flexibility
- Mandatory attendance throughout all weekend-long festivals and rotational attendance at weekly events
- Support our focus on team-based work for maximum productivity and effectiveness

- Follow all policies and procedures established by Summer of the Arts

Knowledge, Skills and Qualifications:

- College degree in communications or marketing
- Ability to lift 50 pounds
- Ability to work for long hours outside and on weekends
- Motivated self-starter with a minimum of two years communications experience
- Preferably have event or arts management, communications, and/or website management (WordPress) experience
- Demonstrated experience working with a wide range of audiences
- Excellent verbal and written communication skills; an effective listener
- Exceptional ability to participate in and develop teams
- Well organized, strong on follow-through
- Knowledge of standard software including Microsoft Office products

Behavioral Expectations:

- Represent Summer of the Arts positively, professionally and effectively at all times
- Serve as first point of contact when people come into the office – maintain professional presentation of self and office space at all times
- Assist with or take on new tasks to help Summer of the Arts achieve its mission
- Build positive internal and external relationships
- Maintain confidentiality regarding personnel and organizational information
- Strong degree of integrity, highly ethical approach to all aspects of assigned responsibilities
- Follow directives and be a contributing, supportive team member

To apply for this position:

Send cover letter, resume, three writing samples (preferably articles, news release or business correspondence) and social media examples (for a business or organization) to:

Lisa Barnes, Executive Director

Summer of the Arts

lisa@summeroftheARTS.org

HIRING TIMELINE:

Application closes August 9th

Interviews will take place the week of August 19th

Start date in September to be determined