

COMMUNICATIONS AND MARKETING MANAGER

ARTS NOT-FOR-PROFIT POUGHKEEPSIE, NEW YORK

THE ART EFFECT

The Art Effect empowers youth to develop their artistic voice to shape their futures and bring about positive social change. Based in Poughkeepsie, we help young people in the Hudson Valley explore, experience, and excel in the arts, introducing them to visual arts and media, giving them the opportunity to develop real skills in these fields, and guiding them toward achieving their academic and career goals.

POSITION SUMMARY

The Art Effect is looking for a Communications and Marketing Manager to manage all the agency's print and media communication: crafting and following up on press releases; managing website content, marketing, and social media messaging; promoting events and supporting program attendance/registration; and reviewing collateral materials. As a member of The Art Effect team, the Communications and Marketing Manager will work across several departments, and with program managers and constituents impacted by our work to help develop print and web-based material. This position also requires a deep and intuitive understanding of the latest social media tools, platforms, trends, and experience with web content development, brand management, and project management.

The position requires an exceptionally organized and independent individual with a demonstrated ability to implement content strategies on social media platforms, analyze engagement data, identify trends in customer interactions, plan digital campaigns, and work as a team member to build relationships with youth and the community. Strong writing skills and attention to detail are essential. Experience in an organization focused on youth education using social media as a storytelling tool is preferred.

KEY RESPONSIBILITIES:

- **Communications Strategy:** Develop campaigns that implement the promotional strategy for all of The Art Effect's programs and events through many methods and platforms.
- **Audience/Client Development:** Design creative strategies to increase audience base and engage students, alumni, community partners, and clients in The Art Effect's activities, events, and apprenticeship production department, Forge Media.
- **Project Management:** Supervise Communications Assistant and coordinate all marketing and advertising from inception to delivery, ensuring materials align with The Art Effect's branding guidelines and liaising with the Managing Director to align with the messaging platform and organizational strategies.

- Social Media Management: Oversee the day-to-day management of social media campaigns including scaling brand awareness through various channels implementing social media strategies, mentions and tags, paid ads, and customer service experience.
- Writing: Draft and edit content for a wide range of communication deliverables, including press releases, social media posts, web content, reports, proposals, and presentations.
- Media & Public Relations: Develop media strategies, draft responses to inquiries, and pitch and place content with publishers and bloggers. Develop and manage relationships with media contacts.
- Graphic Design: Oversee part-time Marketing Design Assistant, and create when needed e-blasts, flyers, and small design projects using graphic design and branding provided; assist in producing marketing collateral and materials such as posters, ads, signage, brochures, and event invitations.
- Events: Manage communications and marketing for workshops, ribbon cuttings, exhibition openings, and fundraising events.
- Analytics and Reporting: Work with the Managing Director to evaluate progress on all platforms and across campaigns by using and comprehending analytical tools, reporting, and tracking.

This is a full-time position offering health insurance benefits, 401K, paid vacation, and other employee benefits. The position reports to the Managing Director. The Art Effect's Communications and Marketing Manager will contribute to a cutting-edge creative organization whose projects and campaigns make a positive impact in our community. This position is responsible for promoting the mission and work of The Art Effect.

Salary Range: \$50K-55K