

Communications Manager – Job Description
40 hours/week, Exempt

Position: Communications Manager

Salary: \$46,000- \$60,000 DOE

Benefits: Artist Trust prioritizes work/life balance, and self/community care. We offer 22 days of vacation and holiday time in the first year of employment, including 10 days accrued paid vacation, at least 10 paid holidays (including paid vacation from December 25-January 1), and 2 paid personal floating holidays; Artist Trust also offers accrued sick leave and family leave. Vacation accrual increases after the 1st and 4th year of employment, and four weeks of additional paid sabbatical is offered in the 7th year. We offer group medical, long-term disability, life insurance, and employer-matched retirement plan at no cost, professional development support for each staff member, and a flexible schedule and hours.

Ideal start date: Monday, September 20

Overview of Position: We are looking for a creative storyteller committed to supporting artists to join our team! Currently reporting to the Acting Executive Director while collaborating across departments, the Communications Manager works intentionally with artists, staff, and community to share stories highlighting the impact of our work and the role individual artists play in creating a vibrant, resilient, and equitable Washington State. Using a variety of communications platforms and tools – including but not limited to social media, the Artist Trust website, media, and print – the Communications Manager promotes our programs, fundraising, and organizational initiatives, creates our annual communications plans, and builds our visual identity and brand.

We welcome candidates across Washington State to apply for this role!

About Artist Trust: Artist Trust is a nonprofit organization that supports working artists of all disciplines in Washington State. We fuel our funding and other programs for artists through fundraising, partnership, and community engagement. Recognized as a national model for direct funding and professional development for working artists, we have invested over \$15 million in individual artists since our founding in 1986. At Artist Trust, all team members help shape our organization's strategy and culture in a hard-working yet joyful environment. We view our mission through a lens of racial and geographic equity and are actively working to become an anti-racist organization and build a leaderful workplace. We invite you to learn more by visiting www.artisttrust.org.

Commitment to Racial Equity: Artist Trust is committed to racial equity throughout our organization, working against systems of racism and engaging in partnership with our Black, Indigenous, and people of color artist community to truly fulfill our mission to support all artists in Washington State. All staff and members of our board of trustees sign an annual commitment to anti-racism and are encouraged to regularly have discussions and share resources about racial equity, power, privilege, and positionality, and participate in trainings and race-based caucusing. We recognize that there are historical and structural barriers to artist funding, resources, and leadership opportunities for BIPOC, and that our own practices have upheld systems of white supremacy, and are taking direct action to create new structures where BIPOC artists can thrive.

Communications Manager Core Responsibilities:

Communications

- Manage marketing and communications efforts for Artist Trust, its programming, fundraising, and events
- Create and implement communications plans that engage our statewide community, improve awareness of the impact of Artist Trust's mission, and increase grant applicants, program attendance, and participation in fundraising efforts
- Create and manage annual communications budget in collaboration with Finance Manager and staff
- In coordination with the Programming and Development teams, develop and activate key messaging in support of Artist Trust's unique artist support model, including donor development and stewardship
- Support the team as writer, editor, and proofreader for all external content
- Attend Artist Trust committee and Board meetings, present and discuss annual communications plans

Digital Marketing and Content Creation

- Manage web and social media platforms including: Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Develop creative content based on strategic goals, current trends, and best practices that result in increased artist, donor, and community engagement
- Work intentionally with artists, staff, and community to share stories that highlight Artist Trust's mission, vision, values, and impact
- Produce creative content including blog posts, videos, photo series, and other digital content
- Collaborate with all team members to create the Artist Trust Annual Report, reporting our impact and financial results, celebrating grantees, and thanking donors and partners
- Schedule, coordinate content for, and send monthly e-newsletters and promotional e-blasts

Website Management

- Manage content submissions, updates, and edits for www.artisttrust.org
- Oversee consistency of design and templates
- Work with the web developer to create timelines and plans for website updates; organize, layout, and improve website visual identity as needed

Design and Branding

- Hire and contract with content creators, graphic and web designers, and manage communications and expectations between these contractors and Artist Trust staff
- Create brand, messaging, and design, and manages timelines; oversee the execution of communication materials with team members for grant announcements including: Fellowship; Arts Innovator Award (AIA); Grants for Artists Progress (GAP); Twining Humber Lifetime Achievement Award, SOLA Awards; and special grant projects (COVID-19 Relief Fund, etc.); spring and fall fundraising campaigns; organizational annual report; and other key programs and initiatives
- Develop style guides and branding guidelines and necessary branding elements for the team including key messaging, branded document templates, updated logos and fonts, and other promotional materials as needed

- Troubleshoot graphic design solutions to communication challenges, including the creation of web graphics and social media content

Press and Community Outreach

- Manage the communication and relationships between Artist Trust and external press contacts statewide
- Create and distribute press releases; follow up with press contacts to create pitches
- Manage press contacts in Salesforce database and MailChimp distribution list, maintain digital press clippings archive
- Strategize and implement sponsorships in partnership with the Development Department

Organizational Strategy and Operations

- Track budget and expenses in partnership with Finance Manager
- Collaborate with staff in making key strategic decisions
- Participate in staff, committee, and board meetings, and attend community events
- Support staff teams as needed

Desired Attributes

- *Passion for supporting artists in communities throughout Washington State; personal or professional connection to Washington State artists and arts communities of any discipline a plus*
- *Deep commitment to racial equity and a willingness to view your work through an anti-oppression lens*
- *Experience with content creation, web development, design, and editing*
- *Experience using non-profit database systems, CRMs, and email marketing platforms (we currently use Salesforce and Mailchimp)*
- *Solid computer, communication, and writing skills*
- *Adaptability, creativity, inventiveness*
- *Seeks, values, shares, and incorporates feedback; prioritizes (and enjoys!) teamwork and collaboration*
- *Resourcefulness, with the ability to navigate ambiguity, adapt to change, and anticipate opportunities*
- *Future availability for occasional statewide travel and evening/weekend meetings and events*

How to apply:

To apply, please submit a cover letter, resume, a writing sample, and sample of visual design to hire@artisttrust.org with the subject Communications Manager. You may also apply via mail by sending a resume and cover letter to:

HIRING, c/o Artist Trust
1835 12th Avenue
Seattle WA 98122

Hiring Process: Applications will be reviewed on a rolling basis. Applications submitted by July 30 will receive priority review. We will update all applicants by August 18 on the status of the hiring process. During the interview process, Artist Trust will request references and clearance for a background check. We appreciate your interest in the position, and invite your questions at hire@artisttrust.org.

Current work environment: Artist Trust maintains a physical office in Seattle's Capitol Hill Arts District. Our work happens in artist communities statewide. Our staff has worked remotely since March 2020. We are anticipating retuning to a hybrid virtual/ in-office workplace this Fall. We welcome applicants from across Washington State who will be able to work with our team virtually, with potential for future statewide travel or travel to the Seattle area for occasional meetings and events.

Artist Trust is an equal opportunity employer and complies with all EOE and ADA requirements. We are committed to employing a diverse workforce, and have a strong commitment to racial equity. People of color, transgender and gender non-conforming people, people with disabilities, and low-income people are encouraged to apply.