



RIVERARTS MARKETING & COMMUNICATIONS MANAGER – JOB DESCRIPTION

Reporting to the Executive Director, and working closely with RiverArts' Artistic Producers, the Marketing & Communications Manager role is a great opportunity to work in a creative environment while strengthening and promoting a vibrant visual and performing arts community in Westchester County, NY. This Manager is responsible for all external RiverArts marketing and communications and will serve as the primary point of contact with marketing partners, advertisers and press as well as graphic designers. The ideal candidate has a passion for visual and performing arts, possesses a high level of attention to detail, has a developed graphic/artistic sensibility, is a creative storyteller and an effective communicator (oral and written) with experience and/or knowledge of digital, print, and social media marketing (primarily Facebook & Instagram).

POSITION RESPONSIBILITIES

Marketing & Brand Strategy

In collaboration with the Executive Director and a Production Manager, the Marketing & Communications Manager will help craft a unified marketing plan for RiverArts and its season of events, including creating and managing a marketing/PR timeline of deadlines and deliverables. The Marketing & Communications Manager ensures accuracy and consistency of RiverArts' branding and key messaging throughout all external communications and has an opportunity to participate in developing the "voice" of the organization.

Collateral Design & Production

The Marketing & Communications Manager is responsible for the production of all digital and print assets and campaigns, including drafting copy, managing designer and design process, routing for necessary approvals, meeting deadlines, printing and/or publishing and coordinating distribution lists and deployment. The Marketing & Communications Manager will manage 2-3 subcontractors who provide graphic design and social media services.

The Marketing & Communications Manager should be comfortable using digital platforms and technology, and the ideal candidate will be interested in new trends and technology to keep RiverArts' systems relevant. This role oversees updates and maintenance of RiverArts' website, which includes the creation of event registration forms and exporting of guest lists (currently using WuFoo platform).

Communications & PR

The Marketing & Communications Manager works with Executive Director and Artistic Producers on messaging and promotion for the life cycle of each RiverArts event. This includes authoring/distributing press releases, posting event announcements on RiverArts.org and marketing partner websites/portals, developing and deploying messaging for both print and social media, the creation and deployment of e-newsletters and other digital communications (via Mailchimp), and consulting on other content creation, as needed.

Salary

\$24,000 part-time salary; non-exempt; flexible remote-work schedule of 20-25 hours/week; four weeks paid vacation. Events and stakeholders are primarily located in the Rivertown villages between Hastings-on-Hudson and Tarrytown/Sleepy Hollow, Westchester County. The Marketing & Communications Manager is encouraged to attend RiverArts events on occasion to experience programs, though attendance at all events is not required.

Application Instructions

Email cover letter expressing interest and resume to **comms_job@riverarts.org**. Submission deadline: March 30, 2023.

RiverArts encourages diverse candidates to apply for this position. RiverArts is an Equal Opportunity Employer and does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

About RiverArts

RiverArts inspires Hudson River communities in lower Westchester County to come together through art. RiverArts' year-round season of events and programming includes our free, multi-village artists' Studio Tour and Music Tour; an annual dance concert; a three-part Chamber Music series; theater performances; and smaller community events such as Drink & Draw, Salon Sundays, artist conversations and pop-up concerts; plus Music Education and SummerArts Camps for kids of all ages.

Now celebrating our 60th Anniversary, RiverArts has been a catalyst that connects performers, musicians, and art-makers with Rivertowns audiences. We believe in the power of art to express, transform, and bring joy to our lives and our community.

Please visit us online to view our mission, core values, and see what we are up to!

<https://www.riverarts.org>