



## **COMMUNICATIONS MANAGER: ARTS & HUMANITIES BAINBRIDGE**

Within the last three years, Arts & Humanities Bainbridge (AHB) has rebranded from the Bainbridge Island Arts and Humanities Council. Our organization is looking for a self-motivated communications manager with experience handling both internal and external organizational communication. The ideal candidate will be motivated to deal with the challenge of developing content that helps build brand recognition. Generating buzz about our two existing pillars (Arts in Education and Public Art), and our new pillar, Currents, will help our organization gain a broader reach. Top candidates will be skilled at creating content –both online and social media – that is engaging and keeps donors and the community informed about organizational campaigns. The ability to communicate effectively in written and oral communications is a must.

### **Responsibilities:**

- Develop communications strategies and reconcile related marketing budgets (with ED approval)
- Write copy for all initiatives, including marketing, sales, and communications
- Create marketing strategies that build community loyalty programs, brand recognition and community engagement
- Create communication and marketing strategies for new products, launches, events, and promotions
- Create and send out press releases, social media posts, press kits, mailers, newsletters, and related marketing materials
- Manage projects to ensure content is publication-ready and posted by the deadline
- Along with advertising consultant, grow Currents advertising revenue
- Help identify and write relevant grants for organizational development and growth and support organization's pillars
- Support the ED with communications for the public art committee and the certified creative district
- Host the Cultural Reps gatherings, every other month, by bringing together the marketing, communications and program staff of the island's cultural organizations
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### **Requirements:**

- Strong presentation and communication skills, including attention to detail
- Excellent organizational skills and the ability to meet deadlines

- Demonstrated ability to use social media channels effectively to deliver marketing content
- Experience creating targeted marketing engagement that generates measurable ROI
- At least 2 years of experience in Marketing, Communications or similar
- Bachelor's degree required
- Ability to work well in a small and collaborative environment, as well as being comfortable working independently
- Willingness to create and explore new concepts and processes as the needs of the organization shift and evolve