

# Marketing & Communications Manager

Kirkland, WA • Starting immediately

<b>Time Commitment:</b>	Full Time, Exempt
<b>Type:</b>	Regular
<b>Level:</b>	Mid level
<b>Location:</b>	On-site
<b>Pay:</b>	\$57,000-62,000 DOE
<b>Reports to:</b>	Executive Director

## About Kirkland Arts Center

Kirkland Arts Center (KAC) is a regionally recognized non-profit arts organization that promotes art and art education to ignite individual growth and self-expression, build community, and cultivate cultural vibrancy.

## Position Summary

Kirkland Arts Center seeks a Marketing & Communications Manager to join our welcoming non-profit community and contribute to a vibrant, arts-minded culture on the Eastside. For over 60 years, KAC has served Kirkland and the Eastside and now offers a wide array of visual arts classes and contemporary art exhibitions, all within the historic landmark Peter Kirk Building.

- Participate in KAC's **Diversity, Equity and Inclusion** Committee, and represent DEI priorities throughout communications for the organization.
- Drive **brand, marketing and communications strategy** and implementation for the organization as a whole.
- **Develop overall strategic marketing plans** to increase enrollment, fundraising outreach, gallery attendance and community engagement.
- **Collaborate** with leadership, education, development, and gallery teams to uncover insights and develop marketing strategies for continuing and new offerings.
- Continually **measure and report effectiveness** of current strategies and iterate to improve engagement.
- Oversee the marketing department; manage **contractors** and relationships with **vendors** as needed.
- Build short and long term **project plans**; complete creative briefs for major projects, and collaborate with stakeholders to achieve mission and financial goals.
- **Build and maintain relationships with internal and external partners** such as vendors, press, and city officials to better achieve organizational goals.
- Develop **public relations** messaging and critical talking points for organizational leadership for in-person and virtual announcements and transitions; prepare staff members to represent KAC publicly prior to events or engagement opportunities.
- Lead **graphic design** efforts for all organizational needs and campaigns, including contractors.

- **Event management**, alongside other KAC teams, particularly the annual fundraising event.
- **Lead organization-wide calendaring** and communications, unifying education, development, and gallery departments.
- Identify, follow, and report on a **marketing budget** for each fiscal year.

## Duties & Responsibilities

- Lead the development of **marketing plans** to create an effective and efficient **marketing strategy** focused on both **revenue goals and mission goals**, by working closely with leadership, programming, and fundraising teams, as well as contractors and vendors.
- Spearhead **strategic and tactical execution** of marketing campaigns
- Manage conception, development, and implementation of marketing plans and strategies, **programming concepts, promotions, and events** to drive interest, sales, donations, and participation.
- Hold regular meetings with department heads to review schedules, resolve bottlenecks or other challenges, present possible solutions, and **eliminate communication barriers and gaps**.
- Establish **qualitative and quantitative goals for initiatives and events**.
- Provide all **marketing collateral** - print and digital - as appropriate for on and offsite use.
- Lead efforts to obtain and share **storytelling** that advances KAC's mission and goals
- Manage **website** including content management, regular updates, and continuous improvement.
- Oversee email marketing, social media marketing, and online advertising

## Our Ideal Candidate

We are seeking an individual with a passion for the arts, a demonstrated commitment to Diversity, Equity, and Inclusion, and a strong desire to grow within this critical role.

**Kirkland Arts needs people who value a growth mentality**—people who are willing to do things differently, to test things out, and to fail and try again. We hope to find a collaborative leader who is curious and can lead people with empathy, while being vulnerable and authentic. The Marketing Manager will also consistently demonstrate our shared values of trust, transparency, recognition, integrity, and cross-cultural respect and sensitivity.

We are looking for a skilled interpersonal communicator who can work effectively with the Executive Director, programming staff, and fundraising staff to ensure information sharing and collaborative internal and external communications. The Marketing Manager will also advise the Executive Director and board leadership about internal and external communications needs. They will need to be a nimble and creative leader who models compassion, patience, strong interpersonal skills, and a sense of humor.

## Skills and Qualifications

- Bachelor’s degree in marketing, advertising, or communications, **or commensurate relevant professional experience**
- Successful track record in delivering marketing campaigns with **quantitative results**
- Excellent leadership, communication, and **decision-making skills**
- Experience with digital and print marketing, content marketing, and social media marketing
- Experience with managing events
- Proven ability to plan and manage budgets
- Proficiency with:
  - Email marketing platforms (Constant Contact a plus)
  - WordPress and website management
  - InDesign, Canva, or similar software
  - Adobe Creative Suite
  - Little Green Light (Donor Management) a plus
  - Copywriting and editing

**The strongest candidates will have** direct experience within the arts community, which can be in a combination of volunteer, academic, or professional capacity, with enthusiasm about advocating the importance of the arts to our communities.

## Hours, Location & Conditions

Kirkland Arts Center is based in Kirkland, Washington. Our team works in the historic Peter Kirk Building. The Marketing Manager is required to work primarily onsite, with some flexibility.

**Weekly hours:** 40

**Compensation:** \$57,000-\$62,000 per year, depending on experience

**Benefits:** Kirkland Arts Center benefits include: medical and dental insurance, generous PTO, one free art course per quarter (\$2000 value), free parking, and relevant professional training.

## Application Instructions:

Interested candidates should submit a cover letter and resume to [employment@kirklandartscenter.org](mailto:employment@kirklandartscenter.org) with subject line ‘Marketing Manager.’ Position open until filled.

First review on Sept. 12, 2022

KAC is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our staff, students, and governing institutions. Candidates with diverse backgrounds, such as those who identify as Black, Indigenous, Persons of Color and/or LGBTQ+, are encouraged to apply.