

ARIZONA HUMANITIES

MARKETING AND COMMUNICATIONS MANAGER

JOB DESCRIPTION

The Marketing and Communications Manager plans and implements marketing and communications for Arizona Humanities (AH). Responsibilities include development and oversight of internal and external communications, website, social media, and marketing. This senior manager works closely with the Executive Director, staff, and board to conduct strategic outreach and advocacy pursuant to AH's mission. The position reports directly to the Executive Director.

PUBLIC RELATIONS AND ADVOCACY

- Develop and implement strategic communication and marketing plans that build awareness of the humanities.
- Develop and maintain content on all media platforms with staff support.
- Develop media communications and web interface for programs and events.
- Foster and maintain communications that ensure AH's constituents reflect the demographic diversity of Arizona.
- Track consumer interface to ensure access to humanities programs, grants, and services.

DEVELOPMENT AND FUNDRAISING

- Develop strategic marketing and communications to support fundraising.
- Assist the Executive Director and board with strategic partners and community stakeholder communications.
- Assist with humanities advocacy statewide, regionally, and nationally to generate knowledge of and support for the humanities.
- Track consumer interface for AH outreach and advocacy.

FISCAL MANAGEMENT

- Manage/track databases for email marketing, and media interface.
- Assist in the development and oversight of the marketing/communications budget.

- Assist staff with compilation of statistical data and compliance reports as needed for programs and services.

GENERAL OPERATIONS

- Direct staff and interns on implementation of marketing and communication initiatives. Provide training and oversight as needed.
- Maintain marketing and communications data and prepare statistical reports for the Executive Director, board of directors, and NEH as needed.
- Other tasks as assigned by the Executive Director.

SKILLS AND QUALIFICATIONS

- Knowledge of and commitment to the humanities. Culturally competent and ethical professional committed to honoring diverse experiences, cultures, and perspectives.
- Bachelor's degree or equivalent and 4-5 years demonstrated management experience in marketing/communications (advance degree preferred).
- Outstanding interpersonal, written, and oral communication skills, including writing, editing, and proofreading. Bilingual a plus.
- Strong organization and time management skills. Ability to work independently and as an enthusiastic and supportive team member.
- Proficient with cloud applications (Microsoft Office 365), social media (Facebook, Twitter, Instagram) and virtual media platforms (Zoom, WebEx), website interface (Squarespace, WordPress), and marketing (Constant Contact, Canva, Adobe, Eventbrite). Experience with SEO a plus.

SALARY AND BENEFITS

Benefits include health insurance, retirement plan, observance of federal holidays, and paid time off. Salary range \$40-46K DOE. Arizona Humanities is committed to professionalism, equity, access, and inclusion. Please e-mail your cover letter and resume to Brenda Thomson, Executive Director at jobs@azhumanities.org Position open until filled.