

MARKETING MANAGER

JOB DESCRIPTION

The Marketing 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 position works closely with the Executive Director, staff, and board to provide outreach and advocacy to further AH's mission to promote the public humanities across Arizona. The position reports directly to the Executive Director.

PUBLIC RELATIONS AND ADVOCACY

- Develop and implement a marketing plan to build awareness of the humanities.
- Develop and maintain media communications and web interface on all media platforms.
- Ensure that AH's media and marketing reflect the demographic diversity of Arizona.
- Monitor consumer interface to maximize accessibility to humanities programs, grants, and services.

DEVELOPMENT AND FUNDRAISING

- Assist the Executive Director and board with marketing/media campaigns to support fundraising.
- Assist with humanities advocacy statewide and nationally to generate knowledge of and support for the humanities.

FISCAL MANAGEMENT

- Manage/track databases for marketing and media campaigns and interface.
- Develop and manage budgeting with the Executive Director.

GENERAL OPERATIONS

- Provide oversight and direction to staff on marketing and communication initiatives.
- Maintain marketing and media data as needed for internal reporting (board/staff), and to the National Endowment for the Humanities 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 and 3-5 years demonstrated experience in marketing/media communications.
- Outstanding interpersonal, written, and oral communication skills, including writing, editing, and proofreading. High attention to detail. Bilingual a plus.
- Strong organization and time management skills. Ability to work independently and as an enthusiastic and supportive team member. Willing to ask questions, learn, and constructively share feedback.
- Proficient with cloud applications (Microsoft Office 365), social/virtual media platforms (Facebook, Instagram, Zoom), website interface (WordPress), and marketing applications (Constant Contact, Canva, Adobe). Experience with SEO a plus.

SALARY AND BENEFITS

Benefits include health insurance, retirement plan, observance of federal holidays, and paid time off. Salary range \$50-60K DOE. Arizona Humanities strives to achieve excellence through a diverse, equitable, and inclusive work environment. Please e-mail your resume and cover letter including three references to Brenda Thomson, Executive Director: bthomson@azhumanities.org Position open until filled. Qualified individuals should apply now.