



Communications Manager Position Description

Job Family: Communications & Marketing

Generic Position: Code 7006

The Communications Manager will have at least 2 - 4 years of experience, with a proven track record leading strategic communications, content creation, and brand management. The Communications Manager will be responsible for developing and executing comprehensive communication strategies to enhance our presence and reputation across various platforms. This position will engage the C4AA community to raise the organization's profile and visibility. This includes creating visual and written content that consistently articulates the organization's mission, vision, and values through a variety of communication platforms. The position requires creativity and very strong writing skills. This position requires strong project management skills, and the ability to be proactive and take leadership. The Communications Manager must be an effective and inventive communicator and have a keen ability to cultivate meaningful relationships with internal and external stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Communications Strategy and Community Management

- In collaboration with others, develop and implement C4AA's Communications Strategy.
- Turn strategic goals into an implementation plan, and track milestones in order to reach quarterly and annual goals.
- Be inventive, proactive and ambitious in problem-solving and developing creative communications campaigns.
- Inform our network of the value of our programs and services to build stronger relationships and grow support for the organization.
- Lead communications meetings, create agendas, ensure all parties leave with clear action items, follow up to ensure implementation.
- Work closely with Programs and other staff to ensure communications about programs and C4AA's mission are communicated. Collaborate with a team to develop and implement campaigns and to manage platforms and outreach.
- Create and manage communications campaigns, fundraising appeals, and other priority outreach initiatives.
- Facilitate excellent communications with C4AA staff, contractors, and network; create and utilize workflows and internal platforms to meet deadlines and organize content

- Create a network of devoted alumni and fans to energize the goals of furthering artistic activism.
- Check manager@c4aa.org emails, forward them to the appropriate staff, and answer general customer service inquiries.
- Be responsible for C4AA's CRM. This includes making recommendations for tags, groups, outreach strategies, and generally being very proficient in using Bloomerang and in guiding other staff to use the system so the whole C4AA team contributes to and uses the CRM correctly.

Brand Management

- Oversee the development and maintenance of C4AA's brand identity, ensuring consistency across all materials and platforms. Uphold [C4AA Design Guidelines](#) and make sure others do the same.
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- Design and produce visual content, including graphics and promotional materials.
- Collaborate with external contractors for larger design and production projects.
- Design, based on templates and C4AA Design Guidelines, graphics for web, print materials, and outreach material.

Content Creation and Management

- Create communications campaigns that are in line with the tone and style of C4AA, including witty, warm, weird, inclusive, surprising and fun. Write, design, develop and get input on content for multiple platforms.
- Social media: Preparing, developing, and implementing social media posts. Interact with partners and other stakeholders via C4aa's social media accounts.
- Newsletters: Assist content creation, create graphics, and work with others to produce weekly newsletters.
- Website: Manage WordPress web design updates, make newsletter content into web posts, and manage and update website content.

Qualifications

We are a fast-paced, high-energy virtual organization with a small staff that is highly motivated to deliver quality service. This position may experience high level work demands and independent decision-making under tight timelines. The ideal candidate has a degree in communications, marketing, or a related field and at least 2-4 years of experience in leading communications campaigns. Experience leading communications for an advocacy organization is a plus.

- Excellent writing, editing, and research skills.
- Strong project management skills, organizational skills, time management skills, and the ability to work independently are all required.

- Excellent analytical and critical thinking skills.
- Excellent member-oriented ethic and ability to interact positively and effectively with a variety of audiences (including internal and external stakeholders) using written, verbal, and nonverbal communications.
- Ability to work accurately and efficiently under pressure and with multiple deadlines.
- Strict attention to detail.
- Capacity to adapt to new issues as they emerge.
- Ability to use good judgment and work independently in a multi-task position.
- Demonstrated negotiation skills and creative approach to problem solving.
- Ability to interact effectively with staff, membership, the public, the board of directors and volunteers.
- Fluency or ability to develop fluency with workflow process tools used by the staff, including Microsoft Office, Slack, Bloomerang, Nextcloud, and others.

Logistical Requirements & Physical Demands

- Ideally, candidates should reside in New York, Maryland or Florida. But regardless of residency, the position is remote.
- Must be able to remain in a stationary position at least 50% of the time.
- Must be able to operate a computer and other office productivity machinery, such as a phone and/or computer printer.
- Must be able to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations.
- Must be able to observe details at close range (within a few feet of the observer).

The Center for Artistic Activism helps artists, activists, and organizations understand how to best use art, creativity, and culture to have real-world and sustained impact. We work to support and empower activists to effectively deploy creative activism methodologies and achieve successful campaigns.

The Center is a small team, and we all work remotely from different parts of the U.S., plus some contractors who work abroad. The working environment is flexible, though there are regular team meetings and some other duties that will require being available at certain times.

C4AA is an equal opportunity employer. We value a diverse workforce and an inclusive culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status and record of arrest or conviction, or any other characteristic protected by applicable law.