

Flint Institute of Arts Communications and Marketing Manager

Department: Development
Reports to: Director of Development

Job Summary

The primary responsibility is management of all aspects of marketing the FIA brand as a whole. The person in this role will create a marketing plan that will build awareness of FIA's collections, exhibitions, programs, events, Art School and retail services locally, regionally and nationally resulting in increased attendance, membership, revenue and recognition in the field. They will also manage the Digital Marketing Manager and Senior Graphic designer, serving as a project manager to assign projects and follow through with completion.

Summary of Essential Job Responsibilities

- Development and execution FIA's yearly marketing plan. This includes advertising and media buys, marketing and communication initiatives, including SEO, social media, website, email marketing campaigns, and direct mail campaigns
- Increase brand equity around Genesee County and collaborate to create FIA branding, brand standards, style guide, etc.
- Support all departments by collaborating to develop and deliver relevant, timely marketing campaigns
- Direct the content and social media strategy from the top of the funnel (Awareness) to the bottom of the funnel (Conversion)
- Create and service content for articles, editorials, press releases
- Establish, retain, and grow relationships with media, new and traditional
- Report on return on investment and key performance metrics, gathering feedback to plan as necessary

Qualifications

- Bachelor's Degree in communications, marketing, journalism, English, or related field **OR** four years of relevant experience
- 3 or more years of work experience in the sector including the handling of communications, original writing and editing and marketing.
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions.

- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Excellent written and verbal communication skills.
- Strong presentation, written and verbal communication skills.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- An interest in the visual arts is a plus

Abilities required: Must possess the ability to work in a general office environment, lift up to 50 lbs., and stand for long periods of time.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Please send cover letter, resume, and three writing samples by email or mail to the following:

Marissa Pierce
Director of Development
Flint Institute of Arts
1120 East Kearsley Street
Flint, MI 48503
mpierce@flintarts.org

Submissions are accepted until the position is filled.

Please no phone calls.