



Marketing & Communications Manager

Department: 1102

FLSA Status: Exempt

Amount of Travel Required: None

Positions Supervised: Marketing Coordinator

Job Status: Full Time

Reports To: VP of Marketing & Sales

Job Type: Regular

POSITION SUMMARY

The Marketing & Communications Manager will lead the development and implementation of public relations and marketing efforts of the Clay Center. This position will manage all marketing resources to create effective marketing campaigns that can be measured through attendance, memberships, subscriptions, public exposure, earned media and visitor surveys. Serve as a key and active ambassador to the community and various Center audiences to increase awareness and establish engagement and partnerships. Ensure effective communications between various Center teams to project accurate, audience appropriate and timely promotions of the Center's activities. Develop strong and dynamic relationships with local media and public groups to increase 'earned media' and establish grassroots mechanisms for promoting the Center's various programs and performances.

Essential Functions Statement(s)

Marketing & PR

- Develop long term and short-term marketing communication plans including strategies, goals, budgets and tactics for the Center's events, programs and performances.
- Liaison with various internal resources to project exciting, accurate and timely promotion of the Center's offerings.
- Develop media relations strategies, seeking high-level placements in print, broadcast and online media.
- Become an active ambassador to increase Center awareness among various audiences and the community.
- Direct all digital, website and social media efforts through internal resources, marketing partners and outside consultants.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Promote and manage media inquiries and cultivate the media's interest in covering new programs, events and performances at the Center.
- Create content for press releases, byline articles and keynote presentations.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis and work with other organizations, internally and externally, for cross promotional opportunities.

- Maintain a keen understanding of industry and audience trends and make appropriate recommendations to adjust the Center's communication strategy.
- Provide consistent communications to front line Box office and Education staff on the Center's marketing strategies and promotions.

Membership & Community Outreach

- Develop and implement a successful and sustainable membership and subscription programs.
- Achieve the Center's annual membership and subscription goals of new subscription and renewal rates.
- Dynamically promote membership programs and subscriptions to the community.
- Develop and maintain an efficient and responsive membership benefit fulfillment program.
- Coordinate all aspects of membership and subscription programs with various Center teams such as Educations, Box Office and Development.
- Administer membership and subscription programs keeping accurate records and providing timely and informative reports.

POSITION QUALIFICATIONS

Competency Statement(s)

Accuracy - Ability to perform work accurately and thoroughly.

Ambition - The drive to achieve personal advancement.

Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.

Business Acumen - Ability to grasp and understand business concepts and issues.

Communication, Oral - Ability to communicate effectively with others using the spoken word.

Communication, Written - Ability to communicate in writing clearly and concisely.

Consensus Building - Ability to bring about group solidarity to achieve a goal.

Creative - Ability to think in such a way as to produce a new concept or idea.

Customer Oriented - Ability to take care of the customers' needs while following company procedures.

Decision Making - Ability to make critical decisions while following company procedures.

Detail Oriented - Ability to pay attention to the minute details of a project or task.

Energetic - Ability to work at a sustained pace and produce quality work.

Enthusiastic - Ability to bring energy to the performance of a task.

Financial Aptitude - Ability to understand and explain economic and accounting information, prepare and manage budgets, and make sound long-term investment decisions.

Friendly - Ability to exhibit a cheerful demeanor toward others.

Initiative - Ability to make decisions or take actions to solve a problem or reach a goal.

Interpersonal - Ability to get along well with a variety of personalities and individuals.

Motivation - Ability to inspire oneself and others to reach a goal and/or perform to the best of their ability.

Organized - Possessing the trait of being organized or following a systematic method of performing a task.

Management Skills - Ability to organize and direct oneself and effectively supervise others.

Persistence - Ability to complete tasks or continue in a course of action in spite of opposition or discouragement.

Persuasive - Ability to influence others to change position or to adopt a specific point of view.

Relationship Building - Ability to effectively build relationships with customers and co-workers.

SKILLS & ABILITIES

Education: Bachelor's Degree (four year college or technical school)

Experience: Three to seven years related experience.

Computer Skills: Proficiency in MS Office (Word, Excel, Outlook, etc.). Experience with database management.

Other Requirements: Excellent writing, speaking, and verbal communication skills, strong interpersonal skills, and diplomacy; strong planning skills; able to do multi-tasking; artistic talent and strong design ability; knowledge of print and broadcast media buying; creative ability; ability to work as a team member and independently; creative problem solver; willingness to work non-traditional hours.

PHYSICAL DEMANDS

N (Not Applicable) Activity is not applicable to this position.

O (Occasionally) Position requires this activity up to 33% of the time (0 - 2.5+ hrs/day)

F (Frequently) Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)

C (Constantly) Position requires this activity more than 66% of the time (5.5+ hrs/day)

Physical Demands		Lift/Carry	
Stand	O	10 lbs or less	O
Walk	O	11-20 lbs	N
Sit	O	21-50 lbs	N
Manually Manipulate	O	51-100 lbs	N
Grasp	N	Over 100 lbs	N
Reach Outward	N		
Reach Above Shoulder	N	Push/Pull	
Climb	N	12 lbs or less	O
Crawl	N	13-25 lbs	N
Squat or Kneel	N	26-40 lbs	N
Bend	N	41-100 lbs	N

WORK ENVIRONMENT

Indoors-Climate Controlled

Prepared by: _____ Date: _____

Approval Signature: _____ Date: _____

Employee Signature: _____ Date: _____

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.