



***Mission and Objectives:** BlackRock Center for the Arts brings inspiring performing and visual arts experiences to diverse audiences in a welcoming and intimate setting, providing opportunities to explore, celebrate and engage in the arts.*

POSITION TITLE: Director of Marketing and Communications

REPORTS TO (TITLE): Chief Executive Officer

CLASSIFICATION: EXEMPT

POSITION OVERVIEW:

The Director of Marketing and Communications (MarCom) will develop, lead, and manage all strategic marketing and communications efforts for BlackRock Center for the Arts (BlackRock). The Director serves as the primary resource for brand development and strategy, marketing efforts across all departments, public relations, web content and development, and creative design. Additionally, the Director centrally supports the communication needs of BlackRock's divisions and departments to ensure that all messaging reflects our values, brand, reputation, and community in a clear and vibrant way.

The Director of Marketing Communications supports each of the departments of BlackRock, working closely with BlackRock's Chief Program Officer and Department Directors to support arts and arts education programming. The MarCom Director will also collaborate with BlackRock's Development Office and Grant Writer to ensure messaging, branding, and storytelling for the purposes of gaining financial support are aligned. This is a critical role in connecting the work of BlackRock's departments.

JOB DUTIES AND RESPONSIBILITIES:

- Serve as a member of BlackRock's leadership team to develop and implement strategies for BlackRock's arts and HUB programs in an effort to elevate brand visibility that aligns with strategic priorities.
- Develop and implement marketing plans that tell a cohesive narrative, enhance, and expand brand equity, and establish distinct thought leadership and services.
- Bring to life the marketing plan by creating stories that reach both current and prospective students, performers, students, artists, employees, donors, partners, and community leaders.
- Manage web and social media channels to promote marketing activity aligned with overall strategy and priorities.
- Work collaboratively with departments to ensure consistency in voice.
- Develop and implement data-driven reports to demonstrate ROI of marketing investments for the company.
- Redesign and manage BlackRock's website;

- Manage email lists;
- Assume other responsibilities as assigned

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sit, stand, walk and work at a computer, relative to an office environment
- Ability to work a flexible work schedule, including weekends and evenings, as required
- Ability to lift up to 75 lbs.

EDUCATION, EXPERIENCE, KNOWLEDGE, AND SKILL REQUIREMENTS:

- 3- 5 years of experience in a marketing and communications role.
- BA/BS in a related field.
- Strong strategic thinking; organization and project management skills.
- Expert written, editing and oral communications skills.

An understanding of and keen interest in the arts, cultural diversity, racial equity, and community social services.

- Proficiency in Microsoft Word, Excel, Outlook, and PowerPoint.
- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Proficiency with web management software (e.g., WordPress, Wix, SquareSpace, etc.)
- Proficiency with email marketing software and experience in developing email campaigns (e.g., MailChimp, Constant Contact)
- Experience shooting and directing video content preferred.
- Ability to understand, translate and drive messaging to a diverse range of audiences.
- Apply writing style and techniques appropriate for different audiences.
- Interact tactfully and effectively with other professionals.
- Understand and interpret new and complex concepts and information applicable to assigned projects and responsibilities; and maintain confidentiality.
- A commitment to BlackRock’s mission to bring performing and visual arts experiences to diverse audiences and providing accessible opportunities to engage in the arts.

Application Information

Please submit the following items:

- Cover Letter
- Resume
- Salary Expectations
- Three References

For any questions and to submit your application via email (.PDF or .DOC), please insert the words “Director of Marketing and Communications” into the Subject line. Only qualified applicants will be contacted. Please direct all submissions to: jobs@blackrockcenter.org.

DATE PREPARED: MAY 2021

* Blackrock Center for the Arts has an institutional commitment to the principle of diversity. In that spirit, we welcome applications from all qualified individuals without regard to race, religion, creed, color, gender, sexual orientation, age, disability or national origin.