

METROPOLITAN REGIONAL ARTS COUNCIL

Position: Program and Communications Director

Reports to: Executive Director

Status: Regular, Full-Time

The Metropolitan Regional Arts Council (MRAC) is a nonprofit organization serving formal and informal groups with annual expenses of less than \$400,000 in Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties. MRAC's mission is to improve arts access for communities in the 7-county metropolitan area communities. MRAC is one of eleven regional arts councils throughout the state of Minnesota. The regional arts councils are funded by an appropriation from the Minnesota Legislature, the Legacy Amendment Arts and Cultural Heritage Fund, and by The McKnight Foundation.

POSITION DESCRIPTION

The overarching goal of this Program and Communications Director position is to develop, deliver and evaluate programs and services designed to strengthen the management or administration of constituent arts organizations and manage organizational communications for MRAC in the 7-county metropolitan area. Specific program accountability may vary from year to year depending on constituent and/or organizational needs; and may include special projects or one-time initiatives.

Specific Programmatic Accountabilities

1. Annual Grant Programs
 - Organizational Development
 - Capital
 - Arts Achievement Award
2. Monthly Grants Program:
 - Management Consulting Fund
3. Weekly Grants Program:
 - Management Training Fund
4. Trainings, Workshops and Events:
 - Plan, schedule and implement monthly trainings, workshops and/or events designed to cover a wide range of topics that are relevant to MRAC constituents.
5. Community Engagement/Advocacy
 - Assist Executive Director in coordinating MRAC communications in response to advocacy alerts by Minnesota Citizens for the Arts.
6. Planning/Evaluation
 - Engage in planning and evaluation activities on behalf of MRAC to ensure that programs and services continue to serve the needs of constituents.

7. Communications

- Plan, implement and manage MRAC's organizational communications including print and electronic communications, social media, and website.
- Manage communications about the annual Arts Achievement Award application process and to award recipients with MRAC Board and Executive Director in conjunction with MRAC's annual meeting.

Principal Responsibilities

- Possess and expand personal and organizational knowledge of small arts organizations, community groups, and individual artists involved in or interested in initiating arts programming throughout the 7-county metro region, specifically those groups who are constituents of the director's specific programmatic accountability areas.
- Identify and nurture relationships with constituents. Be available to constituents within their own communities as well as through office-based services.
- Plan, deliver, administer and evaluate services to assigned program and accountability areas. This includes, but is not limited to:
 - Improving programs as needed
 - Ongoing review of program guidelines
 - Program outreach and marketing
 - Organize and teach grant application workshops
 - Provide one-on-one grant writing assistance and feedback
 - Review applications for eligibility and completeness
 - Assist in panel recruitment
 - Lead panelist orientation sessions
 - Panel facilitation and support
 - Review and approval of final reports for completed MRAC projects
 - Prepare grant round activity reports for staff and board of directors
 - Overall program evaluation
- Coordinate activities for MRAC Trainings, Workshops and Events including:
 - Evaluate needs of constituents to develop relevant training sessions
 - Develop curriculum and budget trainings
 - Recruit speakers and participants, including partnering with other organizations as desirable to achieve training goals
 - Manage registrations and tracking
 - Develop materials for participants
 - Host, support and trouble-shoot guests on the day of the event
 - Event follow-up, including payments to artists, speakers and vendors; data-entry, reports and notes
 - Gather evaluation data to ensure future quality programming
- Communications Management:

- Develop and implement annual MRAC communications plan and budget.
 - Prepare electronic and hard copy written materials and/or edit materials produced by others (i.e. flyers, press releases, newsletters, e-mail alerts).
 - Manage MRAC website content, maintenance and administration
 - Maintain MRAC social media platforms
 - Coordinate outreach, nominations process and communications regarding the annual Arts Achievement Award at MRAC's annual meeting along with Executive Director and Board.
 - Maintain accurate and current press/media contact information.
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- Assist constituents in fully utilizing MRAC's programs and services with emphasis on the director's specific assigned areas.
 - Facilitate connections between community resources and constituents that will enhance constituent knowledge, experience, growth, leadership and/or organizational capacity.
 - Understand the developmental, organizational and programmatic needs of constituent groups and artists to ensure MRAC's programs and services are relevant and effective.
 - Work as part of a staff team to ensure that MRAC programs and service areas are well planned, organized and implemented to achieve MRAC's mandate, mission, and organizational goals.
 - Communicate to staff in regards to the trends and issues of the field to help guide MRAC's grant-making policies and procedures.

Reviewed May 10, 2017