

Communications Manager Job Description

Title: Communications Manager

Reports To: Executive Director

Percent Time: 100%

Status: Full-time, exempt, eligible for benefits

Salary: \$65,000 annually

Location: Fully remote, with potential for in-person activities in the Twin Cities Metro.

MRAC welcomes qualified applicants to apply for this position regardless of their race, color, religion, creed, sex, sexual orientation, gender identity, age, marital status, national origin, status as a documented alien, or status as a qualified individual with a disability or protected veteran. Individuals who are Black, Indigenous, People of Color, Disabled/Person w/ Disability, and/or Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual/Agender, Two-Spirit (LGBTQIA2+) are encouraged to apply.

Organization Summary: MRAC improves arts access for communities in the seven county metropolitan area through support to artists and organizations. MRAC is one of eleven regional arts councils throughout the state of Minnesota that are funded by an appropriation from the Minnesota Legislature, the Legacy Amendment Arts and Cultural Heritage Fund, and by The McKnight Foundation.

MRAC's vision is that artists, arts organizations and arts activities thrive; that art is integrated into the fabric and identity of every community; and that public value of the arts is understood, acknowledged and acted upon by community members, leaders and policy makers.

Position Summary: The Communications Manager will develop and guide the strategy for all internal and external communications including, but not limited to, the website, social media and public relations messages and materials to consistently articulate MRAC's mission, values, programs and opportunities. They will share MRAC's unique role in amplifying the region's arts and cultural narrative.

This job requires quick learning, strong administrative skills, valuing relationships, and being adaptable in a learning and changing environment. The Communications Manager will work independently and work collaboratively with staff to develop strategies to advance MRAC's organizational goals.

Responsibilities:

1. Communications Strategy and Operations
 - a. Develop, implement, and evaluate the annual communications plan with input from the MRAC staff team to understand grantmaking cycles, key times to

- implement different communications strategies and understand different stakeholder needs.
- b. Manage the development, distribution and maintenance of all copy intended for the public including, but not limited to, newsletters, website, social media posts, annual reports, grant guidelines, press releases etc.
 - c. Create style guides and brand voice for all communications, public relations, and marketing materials.
 - d. Develop materials to educate staff on communication best practices
 - e. Manage a regular schedule for all communications ie. monthly newsletter, weekly social media posts, etc.
 - f. Work with the programs team to develop grant guidelines and materials that are consistent, clear and accessible.
 - g. Create an annual report to share MRAC's impact.
 - h. Maintain website content.
 - i. Lead the continued development of MRAC's brand.
 - j. Ensure all communications and materials are created and designed with accessibility principles.
 - k. Manage relationships with any communications-related vendors, consultants and media contacts.
 - l. Evaluate, track and measure effectiveness of the communications plan including, but not limited to, growth in listserv, the level of engagement, etc.
2. Meetings and thought partnership
 - a. Participate in weekly staff meetings.
 - b. Participate in weekly Program Director meetings.
 - c. Participate in board meetings as necessary or warranted.
 - d. Participate in strategic planning meetings and implement biennial plan and strategies.
3. Advocacy
 - a. Promote and educate the general public, public officials, legislators, students and others as deemed important about public funding for the arts and the Legacy Amendment and the Arts & Cultural Heritage Fund.
 - b. Participate in opportunities to promote the arts and artists to students, the general public, public officials, legislators, and others as deemed important and necessary
 - c. Facilitate connections between community resources and constituents that will enhance constituent knowledge, experience, growth, leadership and/or capacity.
 - d. Expand and share 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 geographic and programmatic accountability areas.

Our Culture: The MRAC board and staff is made up of artists, arts and cultural leaders, and community members that are committed to developing an organizational culture and practices

that promote equity and accessibility in our funding system. We do this through a highly collaborative process that requires every staff member to contribute to the analysis and strategic direction of our work, as well as carrying out the programmatic and administrative responsibilities of the daily work. We operate within a culture of trust, respect and critical discourse that keeps us evolving and relevant to the changing needs of our community.

Qualifications: MRAC is seeking candidates that are committed to a culture of inclusion, diversity, equity and accessibility (IDEA) and that understands the complexities of intersectional identities and needs.

Successful candidates will have:

- Experience developing, managing and evaluating organizational communications plans for nonprofits that administer public resources;
- A confident verbal and written communicator and presenter;
- Enthusiasm for working in a team environment and being highly collaborative;
- A strong track record of implementing multiple assignments at the same time and meeting deadlines;
- Creative and strategic thinking skills;
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives;
- A sincere commitment to working with diverse communities. Demonstrated respect for cultural inclusion, commitment to racial equity, and the ability to be objective and supportive;
- Experience with collaborative budgetary management and budget impact;
- Ability to work through complex issues with a variety of stakeholders.

Required Skills, Knowledge and Ability

- At least five years of communications experience in an arts, nonprofit, public agency, or business environment;
- Strong writing, editing, proofreading, layout and design skills;
- Ability to present concepts verbally;
- Knowledge of best practices for writing and publishing on different social media platforms;
- The ability to position communications discussions at the strategic and tactical levels;
- Computer proficiency, including use of email, database, spreadsheet, presentation, word processing, calendaring, google research, and web page applications;
- Project management - ability to see a project through from beginning to end;
- Excellent verbal and written communication skills;

Preferred Skills, Knowledge and Abilities:

- Knowledge of, or experience in a variety of artistic disciplines;
- Understanding of public and private grantmaking systems;
- Developing materials with accessibility principles;
- Basic graphic design skills;

- Software experience with MailChimp, Submittable, WordPress, Acrobat, Google Workspace; MS Office Suite and MS Office 365, various Social Media platforms, and online design tools (i.e. Canva)

Employee Benefits: We value our employees and care about their well-being as part of the overall health of the organization.

- Employer-provided MacBook, and related technology;
- Reimbursement for working-from-home expenses, including monthly phone, internet, and utilities;
- 90% subsidized medical and dental insurance monthly premiums for the employee; 65% subsidized medical and dental insurance premiums for dependents;
- 403b Retirement Savings Plan with up to 10% contribution with a 10% employer contribution;
- Flexible Savings Accounts for dependent care and health;
- Life, ADD, and LTD insurance – 100% subsidized monthly premiums;
- Flexible work from home practices;
- Paid family and medical leave;
- Paid holidays, Vacation, Earned Sick and Safe Time, and Personal Time Off;
- A professional development annual allowance;
- An outreach annual allowance to attend constituent events.

Additional Information

- Eligible for employment in the United States
- Periodically able to work evenings and weekends (board meetings, etc.)
- Successfully pass a criminal background check

To apply, send your cover letter, resume, and a work sample to mrac@mrac.org by July 5, 2024.