

Anchorage Concert Association

Position Description

Position: Communications Manager
Reports to: Marketing Director (Communications Director)
Status: Full time, non-exempt: \$19.25--\$25.50 per hour

Updated: January 2020
Approved by: _____
Date of Approval: _____

Work Schedule: Generally 9:00 a.m.–5:00 p.m. Monday- Friday, and occasional work in early mornings, evenings, and weekends.

Position Summary: Working extensively in digital spaces, the Communications Manager is a pivotal role responsible for clear and consistent communication around the Anchorage Concert Association and all its events. The position serves on the Marketing, Community Engagement, and Customer Service teams, providing input into all aspects of the communications of the organization. Success of communications is measured by the number of annual subscribers, tickets sold, donations raised, and general positive awareness of Anchorage Concert Association and its work.

The following is representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities.

General Duties

- Supports Anchorage Concert Association's mission to inspire and enhance community through the performing arts and its core values of striving for excellence, innovation and creativity, exercising stewardship, and connecting with communities.
- Works cooperatively and collaboratively with peers, board, and volunteers
- Support the entire team in the execution of performing arts events as needed.

Social Media and Digital Communications

With the marketing team, develop Anchorage Concerts' social media plan, manage social media campaigns and activities, and provide digital content for online advertising. Duties include but are not limited to:

- Manage calendar of digital communication activities based on marketing plan
- Manage day to day relationship with digital media vendor (Capacity Interactive)
- Analyze, measure, and report on effectiveness of social media activities
- Per the marketing plan, develop strategies and marketing targets, create and send email campaigns, and evaluate the effectiveness of email marketing strategies
- Manages email lists
- Create and curate social and web content
- Research and maintain knowledge of social media best practices and benchmarks

General Communications

In addition to the social and digital communications, the Communications Manager develops and executes communications materials for other marketing, communications, and development campaigns, including but not limited to website content, brochures, event programs, and other materials.

- Create, curate, and schedule content to promote Anchorage Concert Association concerts and events, including writing copy, capturing stories and images, producing videos, or other content
- Initiate creative strategies and solutions and finding opportunities for telling Anchorage Concerts story and building patron loyalty
- With marketing team, develops and manages consistent organizational brand, identity, and voice for all communications
- Manages Anchorage Concerts website content and monitors and reports on traffic and analytics
- Brings ideas to the marketing team
- Coordinates with other staff members to obtain or create content
- Works with media on pitches, radio rounds, press releases, and coordination
- Works with vendors to ensure deadlines are met

Planning and Execution

The Communications Manager is a member of the Marketing, Community Engagement and Customer Service teams to help develop and execute each team's communication strategies.

Duties include but are not limited to:

- Participates in weekly meetings
- Supports all Teams in the execution of the annual plans
- Manages campaigns as required
- Collaborates with Community Engagement team to plan, promote, and document events and activities

Minimum Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 3-5 years minimum experience in marketing, communications, public relations, journalism or related field.
- Excellent communication, writing, editing, and proofreading skills
- Proficiency with email marketing tools like MailChimp, PatronMail or other related tools
- Proficiency with social media tools including Facebook, Twitter, and Instagram
- Ability to establish and maintain effective relationships within ACA and with the public
- Ability to work independently and manage priorities in a high-volume, fast-paced, quickly changing environment
- Creative problem solving skills
- Ability to work as part of a team in an open office environment
- Ability to provide quality customer service
- Ability to work evenings and weekends
- Willingness to travel for training as necessary

Desired Skills/experience

- Degree in marketing, communications, public relations, journalism, or other related field
- Strategic e-mail marketing experience
- Strategic social media management experience
- Media relations experience
- Videography and photography skills
- Experience working in an arts and/or nonprofit organization

Licenses and Other Requirements

- Valid Alaska driver's license
- Vehicle Insurance
- Reliable transportation

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.