

Anchorage Concert Association

Position Description

Position: Communications Specialist

Reports to: Marketing Director (Communications Director)

Status: Full time, non-exempt

Updated: May 2015

Approved by: _____

Date of Approval: _____

Work Schedule: Generally 8:00 A.M. to 5 P.M., Monday through Friday with a one-hour lunch and occasional work in early mornings, evenings, and weekends.

Position Summary: Executes organizational communication strategies as outlined by the Marketing Director and the annual communication's plan. Primarily, the Communications Specialist manages and executes the short term strategies of ACA's Annual Marketing Plan.

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 ACA's mission to inspire and entertain Alaskans through the performing arts and its core values of Excellence, Education, Prudence, and Community.
- Works cooperatively and collaboratively with peers, board, and volunteers
- Support the entire Anchorage Concert Association team in the execution of performing arts events as needed.

External Communications

Communications Specialist ensures that external communications are scheduled, created, and meet deadlines. External communications include, postal mailings, e-mails, poster distribution, website, and other collateral materials that require wide distribution. Duties include, but are not limited to:

- Works with Marketing Director to schedule external communications
- Manages calendar of communication activities based on Marketing Plan
- Coordinates with Graphic Designer for collateral needs for communications
- Drafts content and writes copy as needed for ads and other materials
- Manages mailing lists
- Pitches stories to local media outlets for preview coverage of events

Social Media

Manages the social media strategies in accordance with the Social Media and Marketing Plans. Duties include but are not limited to:

- Creating content for posts which can include photographs, videos, or other original or linked digital content
- Creating promotional activities to drive greater interaction with the general public
- Measuring success of Social Media activities based on best practice and metrics defined in the Social Media Plan
- Provides regular reports on effectiveness of social media
- Monitors social media channels for mentions of ACA or related activities

General Support

A key role of the Communications Specialist is to provide general support to the entire marketing effort. Duties include but are not limited to:

- Coordinates lobby set-up and take down
- Coordinates with CenterTix and the Alaska Center for the Performing Arts to make use of their promotional opportunities
- Assists with radio rounds

Concert Promotion

Under the supervision of the Marketing Director, ensures that the proper promotional activities are executed to promote concerts and events. Duties include but are not limited to:

- Writes promotional copy as required
- Works with Marketing Team to create promotional activities to support ticket sales and engagement

Event Programs

Works with the Graphic Designer on the creation of playbill programs and ensures their timely delivery. Duties include, but are not limited to:

- Works with Graphic Designer to ensure content is available for programs. Content includes but is not limited to artist information, promotional information, donor lists, etc.
- Coordinates with the Graphic Designer to ensure deadlines are met
- Creates original content as needed

Other Events

- Assists with the planning and execution of other events outside of normal performing arts schedule. Events include but are not limited to pre and post-parties, secret shows, fairs and festivals, ACA All Access, etc.
- Assists with grassroots marketing efforts
- Other duties as assigned

Planning and Execution

The communications specialist is a key part of the overall planning of the Annual Marketing Plan. Primarily, the communications specialist works with the Marketing Director to execute key parts of the marketing strategies. Duties include but are not limited to:

- Participates in regular planning meetings
- Monitors Communication Operating Plan in collaboration with Marketing Director
- Brings updated reports to weekly marketing meetings

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.

- Degree in marketing, communications, public relations, journalism, or other related area or 2-3 years related work experience.
- Ability to independently and manage priorities in a quickly changing and evolving environment
- Editing and proof reading skills
- Excellent communication, writing, and planning skills
- Creative problem solving skills

- Ability to work as part of a team
- Proficiency with the internet, spreadsheets and word processing systems
- Proficiency with social media tools
- Ability to work evenings and weekends
- Willingness to travel for training as necessary
- Ability to work in a team environment
- Ability to establish and maintain effective working relationships within the company and deal tactfully with the public

Licenses and Other Requirements

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

Desired Skills/experience

- Degree in marketing, communications, public relations, journalism, or other related field
- Education and background in the arts
- Experience working in a non-profit arts organization
- Experience managing social media and e-mail marketing
- Media relations

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.