

Marketing Communications Manager



Status: Full time, salary

Posting Date: 06/2018

JOB SUMMARY

Reports To: Executive Director of Marketing & Communications

Vermont College of Fine Arts is searching for a vibrant, well organized, media savvy Communications Manager to help boost the profile of our growing list of innovative fine arts programs. VCFA's Marketing & Communications Department works to raise the organization's visibility and promote visiting the College. This position reports directly to the Executive Director of Marketing and Communications.

The Marketing Communications Manager plays a large role in that effort with a wide range of responsibilities including PR campaigns in support of college, conference attendance, coordinating paid media tasks and writing regular content for newsletters and the website.

MAJOR RESPONSIBILITIES

- Write and edit press releases and media advisories for exhibitions, academic programs, industry thought leadership, and external events.
- Work with the media (and influencers) to obtain reviews, features, previews of exhibitions, coverage of academic programs. Circulate relevant material to media and make pitches.
- Secure listings for public programs, and special events. Manage VCFA's press email box.
- Partner with and manage writers in the field. Act as intermediary between blog and content writers, as well as College staff.
- Collaborate with Program Directors and others to create relevant press materials and select photographs for College promotion.
- Work with agencies to organize and plan College advertising and coordinate relevant material with Marketing Department staff.
- Manage the creation of VCFA's Alumni Magazine working with external writers, creating concepts and adapting existing content to highlight alumni and College achievements.
- Report weekly and quarterly on press and influencer coverage.

COMPETENCIES & SKILLS

- At least four years of media relations experience required, with a communications/PR agency and non-profits or cultural institution. Marketing experience a plus but not required.
- Strong writing and proofreading skills. A commitment to producing exceptional work products with strong attention to detail. Writing samples will be requested.
- Excellent verbal and interpersonal communications skills.
- Strength in time and project management, including multi-tasking, goal-setting, and workload prioritization. Ability to work under tight deadline pressure while remaining calm and at ease with media and colleagues.
- Positively represent the College at events and community meetings.
- Take initiative on projects and also act as team player.
- Strong, proficient use of Microsoft Word, Excel, PowerPoint, Basecamp as well as influencer platforms such as: Meltwater and other comparable solutions.
- Savvy on social media.
- Bachelor's Degree required/MFA preferred.

BENEFITS

Excellent benefits package, including extensive PTO, a defined benefit plan and 401K.

HOW TO APPLY

Please email your resume with cover letter and salary requirements to Vermont College of Fine Arts, Attention: Human Resources Department to CommunicationsManager@vcfa.edu.