

DIRECTOR OF PUBLIC RELATIONS

JOB DESCRIPTION

Supervised by: Chief of Staff
Supervises: Creative Manager; Subcontractors

FUNCTION

The Arts Council of Fayetteville/Cumberland County is seeking a forward-thinking Director of Public Relations to plan and perform work involved in the collection, preparation, and dissemination of information regarding the strategic priorities, tactics, programs, and achievements of the organization through newspaper, radio, television, flyers, periodicals, and other digital media – including but not limited to social media and the Arts Council’s websites. The Director of Public Relations must be a strong writer and content developer who can quickly pivot to position a story about the Arts Council’s work in the community. Under the supervision of the Chief of Staff, the Director of Public Relations must be able to... *Tell Our Story, Support Our Grant Programs and Community Partners, Spotlight Our Arts Education, Artists and Exhibitions, and Convey Our Economic Impact* to a broad set of target audiences.

The position is a full-time, 40-hour per week in-office opportunity. This position is not a remote job. The ideal candidate is a **proactive** strategist who can effectively lead our organization through the digital era, demonstrate strong creative writing skills, enhance engagement with partners, document our impact in the community, quantify digital metrics, and adapt to a fast-paced work environment in the nonprofit sector.

JOB DUTIES AND RESPONSIBILITIES

Essential functions of the job include (but are not limited to):

CAMPAIGNS

Campaign development, execution, and follow up to highlight Arts Council grant programs, arts education, exhibits, special events, and other partner activities.

Direct the Creative Manager and subcontractors to formulate, produce, and publish targeted digital and social media content, campaigns, and initiatives in support of the grants, programs, and services of the Arts Council.

Manage subcontractors to position Arts Council digital content and increase the online presence of the Arts Council’s brand, imaging, positioning, and community involvement through all multimedia platforms including websites, social media, e-newsletters, community calendars, and listserv notifications.

Manage subcontractors to design and deploy content, imaging, videos, and form submissions in the current Content Management System (Wix) to maintain fully functional websites that are up-to-date, accessible, user-friendly, artistically vibrant, and informative. Manage regular updates to site content, style, and layout. Oversee the Creative Manager to regularly assess updates, changes, new content, *etc.* to maintain fresh, consistent, and easily accessible websites.

Manage the Creative Manager and subcontractors to build interactive website features that engage visitors, promote grant programs, boost arts education, support community partner projects, spotlight

artists and opportunities across artistic disciplines, promote galleries and exhibitions, and direct visitors to Arts Council social media sites.

Create and disburse strategic messaging across all social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, *etc.*) in support of grant programs, arts education, exhibits, special events, fundraising, and other elements as directed. Utilize creative imaging and videos to increase appeal and interaction with messaging.

Use social media and website analytics to quantify digital metrics, identify user demographics and engagement, apply insight to the development of campaigns and initiatives, and track performance. Report data back to the Chief of Staff and President/CEO on a regular basis to assist in resource allocation, budget management, and strategic direction of Arts Council public relations activities.

Knowledge of targeted digital tactics to offer strategic recommendations to subcontractors and the Creative Manager on best practices to disburse messaging about Arts Council grant programs, arts education, exhibits, special events, and other activities.

Develop forward-thinking strategies for future public relations content across platforms not currently engaged at the Arts Council including but not limited to TikTok, Reddit, Pinterest, *etc.*

CREATIVE WRITING

Strong writing, editing, and proofreading skills. Ability to artistically convey Arts Council stories that are clear, concise, impactful, relevant, and adhere to uniform writing standards.

Lead subcontractors and the Creative Manager in development of press releases and other correspondence in support of Arts Council grant programs, arts education, exhibits, special events, and other activities as necessary.

Ensure and build brand consistency of tag lines, hashtags, and logo usage in compliance with the Arts Council's style guide and other branding guidelines.

Build creative exposés on grantees (individual artists and nonprofits) that highlight the grantees' contributions to the community while simultaneously elevating the Arts Council's community profile.

Write newsworthy articles about other Arts Council programs and services including but not limited to Exhibits, the International Folk Festival, Culture Series, Artists In Schools, *etc.* for use in Arts Council e-newsletters, blogs, and other associated media outlets.

Manage the production of the Arts Council's Annual Report in conjunction with the Creative Manager and the Chief of Staff.

DEPARTMENTAL DEVELOPMENT

Adhere to the guidelines set forth in the Arts Council by-laws, Employee Handbook, and organizational procedures.

Commitment to the Mission and Values of the Arts Council and a vision for the Public Relations Department.

Monitor and adhere to spending requirements for the Public Relations budgets of the Arts Council including but not limited to public relations campaigns, social media, advertising, etc.

Provide editorial, creative ideas, and occasional technical support to other Arts Council departments as needed.

Research non-profit industry trends, emerging digital and consumer behaviors, and provide guidance for new tools and technologies that may increase the digital footprint of the Arts Council.

QUALIFICATIONS

- BA/BS or minimal two years of work experience in public relations, journalism, communications, digital and social media marketing, or related field.
- Knowledge of Website Publishing and Content Management Systems (Wix) is required.
- Strong project management skills are required. Experience with project management software (Asana) preferred.
- Must be deadline and detail oriented with the ability to multi-task projects simultaneously.
- Must have excellent verbal and written communication skills with the ability to articulate clearly, concisely, and impactfully.
- Must be a strategic, creative, and analytical thinker.
- Knowledge of Google Suite products and Microsoft Office Suite products is required.
- Knowledge of Analytic Tools (Google Analytics, Facebook Business Officer), Search Engine Optimization (SEO), and best practices of Targeted Digital Tactics for marketing is required.
- Knowledge of Email Marketing is required.
- Knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) is a plus.
- Photography and videography skills are a plus.
- Experience with nonprofit organizations is a plus.

PHYSICAL REQUIREMENTS

- Special events and projects may require indoor and outdoor periods of standing, walking, sitting, lifting materials up to 20 pounds, and overseeing assigned event areas and volunteers.
- Speech and hearing abilities are required for communication. Visual skills are required for preparing publicity materials, typing, and proofreading.
- Occasional night and weekend work may apply.

Compensation will range from \$60,000 to \$63,000 per year. Benefits include health care, dental, and vision. Other benefits include paid time off (PTO) and a matching contribution toward a qualifying SIMPLE IRA. The Director of Public Relations position is a full-time, exempt position for the Arts Council. The Arts Council of Fayetteville/Cumberland County is an equal opportunity employer.

Qualified candidates for the Director of Public Relations position should send their cover letter, resume, and salary requirements to the Arts Council recruiting team at Recruiting@theartscouncil.com. Please include "Director of Public Relations" in the subject line of your email. The vacancy will remain open until filled. No telephone calls, please.