

Job Announcement Communications Manager

Overview

The Communications Manager oversees all external-facing communication channels for our rapidly growing and innovative community-based nonprofit. This includes the creation and implementation of marketing campaigns and promoting Literary Arts' mission and programs. We also prefer a candidate who can demonstrate commitment to diversity, equity, and inclusion work. This position reports directly to the Deputy Director and is a director-track role.

Responsibilities

- **Project Management** - Initiate, plan, and execute a variety of communication projects, ranging from online campaigns to large print mailings. Collaborate with directors, agency partners, and contractors. Create schedules and manage project timelines and budgets. Set relevant equity goals for projects and track results.
- **Marketing Strategy** - Create and implement authentic, creative promotional campaigns for ticketed events, classes, and seminars throughout the year that are often focused on important cultural topics. Adapt and refine promotional campaigns to reach key audiences. Collaborate with promotional partners and media outlets while managing budgets. Develop materials that help us communicate our equity work and goals.
- **Communication Strategy** - Understand all aspects of our complex and multifaceted organization, and convey success stories and information to a wide variety of constituents through marketing and development projects. Produce, oversee, and manage all external avenues of communications, including website, e-newsletters, and social media. Assist in finding new and diverse groups to share our communications with, and help build partnerships through community outreach.
- **Brand Management** - Help elevate the organization's image and values by maintaining strong brand guidelines and communication protocol across the organization, including visuals used in promotional materials and voice and tone of written content. Showcase our progress in equity work and the diversity of our staff in order to realign public perceptions and better reflect our current organization.
- **Public Relations** - Work with directors to highlight newsworthy accomplishments. Build and maintain relationships with local media outlets, and pitch stories to press. Innovate new relationships with diverse partners, including community-specific and grassroots media.

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- **People Management** - Manage the marketing support staff and take responsibility for the performance, management, and hiring of the employees.
- Create, produce, and manage any special projects identified by the Deputy Director.
- Participate in Literary Arts events and annual fundraiser.
- Ensure the organization is using current and effective communication tools.

Qualifications

- Commitment to the essential role literature plays in civic life.
- Bachelor's degree, preferably in communications, marketing, journalism, literature, or related field; or, equivalent experience.
- Proven professional experience in the coordinated management of organizational communications, marketing, budgeting, project planning and management, social media, and public relations.
- Interest in and aptitude for diversity, equity, and inclusion work.
- Outstanding oral and written communication skills.
- Ability to demonstrate creative problem-solving and critical-thinking skills.
- Excellent interpersonal skills, including relationship-building across communities.
- An eye for clean design.
- Fluency with Mac business applications (including PowerPoint), Adobe software (including InDesign, Photoshop, Illustrator, and Lightroom), WordPress, database management software (Filemaker Pro preferred), and the flexibility to adapt and learn as digital tools evolve.
- Excellent grammar, spelling, and attention to detail in digital and print formats.
- 5+ years of full-time work experience or equivalent.
- Management experience preferred.

Compensation: \$45,000 to \$55,000 (negotiable/DOE). This is a full-time, exempt position including health and dental, retirement, and paid leave benefits.

Diversity, Equity, and Inclusion: Literary Arts is committed to creating a diverse, inclusive, and equitable environment for our employees, volunteers, and wider literary community. We welcome applicants from diverse backgrounds and experiences. We are an Equal Opportunity Employer. Please visit our website to learn more about [Literary Arts' commitment to equity](#).

To Apply: Please send a single PDF document that includes the following items to applications@literary-arts.org



- 1) Cover Letter
- 2) Resume
- 3) Relevant work samples, including writing and/or design (1-2 pages)
- 4) Statement of how you heard about this position

Deadline: Review of applications will begin on Friday, August 23, 2019. Applications will be evaluated on a rolling basis. Open until filled. No phone calls, please.

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