



# ART ASSOCIATION OF JACKSON HOLE

## **Director of Marketing & Communications JOB DESCRIPTION**

The Director of Marketing & Communications will further the mission of the Art Association of Jackson Hole by providing the strategic leadership, direction, and management for marketing, communications, & P/R. The Director of Marketing & Communications ensures strategies are created and successfully implemented to build annual revenue as well as maintain The Art Association of Jackson Hole's relationships, brand, events, and communications.

This salary range for this position will be commensurate with experience, including benefits and bonus potential based on performance. This position reports to the Executive Director and is a member of the organization's leadership team.

### **DUTIES AND RESPONSIBILITIES:**

The following reflects management's definition of essential functions for this job but **does not** restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Develop an integrated marketing and communications strategy that positions the Art Association of Jackson Hole as an innovator and thought leader in art education and exposure.
- Develop and implement executive communications plan (both external and internal messaging) including email, social media, blog posts, and speeches.
- Manage organization-wide brand strategy, including refining and tracking brand success metrics and integration of the brand into all communications.
- Develop and execute a targeted, proactive year-round communications and media strategy across both traditional and online channels.
- Seek out public speaking & visibility opportunities for the Art Association.
- Create and produce compelling collateral, including but not limited to fliers, brochures, invitations, advertisements, and digital content.
- Manage production of CREATE course catalog (3x/year) and Annual Report; vet, negotiate, and contract designers, printers, and other vendors.
- Manage website content and maintenance
- Write and execute press releases; confirm local, statewide, and regional media coverage.
- Capture Art Association activities, events, and opportunities with high quality photography and videography.
- Create and manage a high performing team, providing supervision and support to direct reports.
- Participate in organization-wide problem solving and decision-making as a member of the leadership team.



# ART ASSOCIATION OF JACKSON HOLE

- Build a framework that accommodates and accounts for the ability to capitalize on unanticipated opportunities that arise during the year.
- Share responsibility for strategic integration of activities within and between the Marketing and Communications department and all of the Art Association departments.
- Work closely with the Director of Program & Events to execute successful events and public moments; the Director of Development to support new and existing fundraising activities.

## **BEHAVIORAL AND FUNCTIONAL COMPETENCIES:**

The following reflects management's definition of behavioral and functional competencies required for success in this role.

<b>Planning for Long Term Results</b>	Determines most important priorities among future needs Does long range planning to prepare for future needs Establishes realistic goals for the future Evaluates the effectiveness of plans and projects Gets the facts needed for major planning
<b>Managing Outcomes</b>	Translates business strategies into clear, appropriate priorities and objectives Integrates planning efforts across functional areas and units Responds quickly and appropriately to change Holds others responsible for outcomes and commitments Uses financial and other information to measure the impact of initiatives against strategic outcomes
<b>Establishing and Maintaining Relationship "Interaction"</b>	Builds and maintains trust with others Is approachable and communicative Listens to others and gets others to listen as well Participates and contributes in team discussions and activities Works well with others to get things done Works well with persons from other groups or departments
<b>Persuading and Selling</b>	Creates new business directly or through others Follows through on customer (external or internal) requests, needs, problems Gets things done by using persuasion Listens to customers (external or internal) to determine their needs Maintains frequent contact with customers (external or internal) Persuades others to support new ideas, methods, programs, products, etc. Tells people convincingly why they should do or buy something



# ART ASSOCIATION OF JACKSON HOLE

## **Communicating Orally and in Writing**

Makes information understandable to others  
Organizes in a few clear words what needs to be said  
Talks effectively to small groups of people  
Tells others what they need to know, briefly and clearly  
Writes clear reports, proposals or other documents  
Writes effective letters and memos

## **PERFORMANCE AND SUCCESS MEASURES**

- Meets or exceeds annual marketing & revenue goals as set by the Executive Director
- Meets or exceeds goals in attracting, converting, and retaining customers/donors
- Meets or exceeds team leadership and management goals as evidenced by performance review

## **QUALIFICATIONS:**

- Bachelor's degree (B.A./B.S.) in related field or equivalent
- 3-5 years related experience or equivalent preferred
- Commitment to excellence and high standards
- Excellent written and oral communication skills
- Strong organizational, problem-solving, and analytical skills
- Acute attention to detail
- Demonstrated ability to plan and execute projects
- Proficiency with Mac operating systems, Microsoft Office suite, and Google Apps
- Proficiency with Adobe Creative Suite, including InDesign, and Photoshop
- Proficiency with Wordpress
- Passion, enthusiasm, focus, creativity, and a positive outlook
- Professional appearance and demeanor

## **PHYSICAL REQUIREMENTS:**

While performing the duties of this job, the employee is required to do the following:

- Coordinate multiple tasks simultaneously
- Frequent verbal contact with others
- Rapid work pace, with frequent deadlines
- Occasional night and weekend work

Please submit resume, writing sample, and graphic design sample to Mark Nowlin,  
Executive Director: [mark@artassociation.org](mailto:mark@artassociation.org)