



Title	DIRECTOR OF MARKETING & COMMUNICATIONS
Department	Marketing
Reports to	Executive Director
Status	Full-time, exempt

JOB SUMMARY

Pratt Fine Arts Center is seeking a vibrant and strategic-minded Director of Marketing & Communications. Reporting to the Executive Director, the Director of Marketing & Communications develops and oversees all marketing, public relations, social networking & advertising related to Pratt's programs: classes, studio access, membership, art parties and events. The Director of Marketing & Communications is responsible for executing traditional and innovative media strategies that will increase visibility and awareness, drive enrollment and studio access, and strengthen Pratt's overall position in the community. The Director of Marketing & Communications also collaborates with Development and Programs teams to support organizational fundraising and special projects/events.

Pratt Fine Arts Center is an equal opportunity employer and is committed to diversity, equity, and inclusion. Preferred candidates will be able to demonstrate an understanding of systemic oppression and the ability to apply an anti-racist lens to all work at Pratt. Black, Indigenous & People of Color (BIPOC) are encouraged to apply.

Pratt is currently adapting to public health restrictions in order to ensure the safety of our community and help prevent the spread of COVID-19. In the short term, the Director of Marketing & Communications may elect to work on-site or remotely, or some combination of the two. Longer term, in-person attendance may be required on a more regular basis.

RESPONSIBILITIES

The Director of Marketing & Communications will work closely with the Executive Director to refine and implement all aspects of the institutional identity, image and branding. The individual's primary responsibilities include:

- Develop Pratt's annual marketing plan, including digital and print strategies designed to promote Pratt's class offerings, with particular emphasis on student retention and new student outreach.
- Optimize key metrics and indicators related to digital advertising and paid promotional efforts.
- Manage Pratt's digital footprint, including website and social media platforms while maintaining brand messages and ensuring content optimization.
- Leverage web analytic tools to identify trends and drive web updates as needed.
- Work closely with Pratt's programming team to identify and communicate class opportunities and art events
- Create and manage the Marketing budget.



- Supervise one staff member (Digital Marketing Manager)
- Develop and implement Pratt's community events and outreach strategy, including paid and community events.
- Create PR and media opportunities for Pratt's brand and activities.
- Support the Development team in Pratt's year-round fundraising efforts.
- Supervise web, advertising and graphic design agencies and other vendor partners.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in related field, or equivalent experience
- 3+ years of experience in arts marketing, communications, or related field
- Strong oral communication, written language and project management skills
- Social media savvy and expertise in digital communications
- Proven success in strategic planning, implementation, and evaluation
- Ability to produce high quality content under deadlines
- Detail oriented with strong editing skills and a critical eye
- Exemplary computer and internet skills
- Ability to work with a wide range of people at the grassroots, corporate and high end patron levels

DESIRED QUALITIES

- 3+ years of experience in non-profit arts or arts education
- Passion for arts education and cultivation of artists
- Demonstrated commitment to diversity, equity and inclusion
- Ability to build and mobilize social capital in support of creative communities
- Natural inclination toward cooperation, collaboration, and partnership
- Ability to be effective independently and as a member of a team
- High tolerance for ambiguity; willingness to navigate a complex work environment and build efficient systems and procedures
- Positive, can-do attitude and a sense of humor

COMPENSATION

\$65-70k annual salary range DOE + medical, dental, long-term disability, and paid vacation. Employee-paid short-term disability and retirement programs are provided, but optional. Also includes generous in-kind benefits in the form of class registrations and studio access.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.



APPLICATION REQUIREMENTS

Please submit a resume and cover letter detailing your relevant experience as well as your understanding and/or commitment to diversity, equity, and inclusion to Steve Galatro, Executive Director, at sgalatro@pratt.org. No calls or drop-ins, please.

APPLICATION DEADLINE

February 23, 2022

Pratt Fine Arts Center is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, political affiliation or veteran status in employment, membership or educational programs and activities. Furthermore, Pratt Fine Arts Center is committed to retaining to a racially diverse team. People of color are encouraged to apply.