



Communications & Marketing Manager

MoCo Arts is a family-centered nonprofit arts education organization offering dance and theatre instruction and multi-arts camps for children ages 6 months through 18+ years. Under the direction of the experienced artistic staff, MoCo Arts provides an inclusive, nurturing, supportive atmosphere designed to enrich the lives of their students and the community. MoCo Arts provides professional performance experiences for students and family-friendly entertainment for audiences of all ages. All students are welcomed, beginners through advanced, wherever they are in their movement and creative arts journey. Tuition assistance is available as part of their commitment to remain accessible to all children.

MoCo Arts is seeking a Communications & Marketing professional to join their dynamic staff. The Communications & Marketing Manager reports to the Executive Director and is a member of the Senior Management Team. This position is responsible for planning and executing the communications and marketing strategy for the organization and will contribute to MoCo Arts' overall vision and goal setting. Must have strong communication, writing, and editing skills, proficiency in Microsoft Office and Adobe Creative Suite, web design skills, and be social media savvy.

Job Responsibilities:

Research & Strategy

- Have a strong understanding of MoCo Arts' mission: *Transforming Lives Through Movement and Creative Expression*
- In collaboration with the Executive Director, Senior Management Team, and Communications Committee, proactively develop Communications and Marketing goals.
- Formulate and execute annual and long-term plans to increase student enrollment and audience size, improve visibility, and assist with the financial sustainability efforts of the organization.
- Initiate and implement a long-term strategy for increasing exposure for MoCo Arts; know how to create buzzworthy messaging and get content into current and emerging media outlets.
- Collect meaningful data to identify current and potential clients and audiences.
- Identify and stay current in Communications & Marketing best practices.

Marketing & Communications

- Work closely with the ED, Senior Management Team and the Communications Committee and provide oversight for Communications & Marketing strategies and activities.
- Create and oversee all marketing materials necessary for student enrollment, audience development and donor solicitation.
- Create and maintain content on the MoCo website and social media

Transforming Lives Through Movement and Creative Expression



accounts ensuring the content posted is current and leading-edge. The Communications & Marketing Manager will also be responsible for all external calendars, websites and resources related to MoCo Arts.

- Foster strong relationships with local, regional, and statewide media partners, clients, volunteers, and organizations important to MoCo development and visibility
- Develop presentation materials and represent the organization at expos, conventions and meetings as needed.

Organization and Reporting

- In collaboration with the ED and Finance Committee, prepare and track the annual Communications & Marketing budget with the aim of meeting income and expense goals.
- In conjunction with the Communications Committee Chair, provide monthly Communications & Marketing reports including pertinent data to the ED, Senior Management Team, and Board of Directors.
- Provide input to ED, Senior Management Team, Volunteers, and Board to ensure consistent, creative, effective, and efficient communication with clients, donors, and other external constituents.
- Provide consultation to the ED, Senior Management Team, and the Board for the purpose of deepening their knowledge about effective Communications & Marketing practices.

Required Skills:

- Education Requirements: BA Degree or equivalent work experience
- Strong communication, writing and editing skills
- Superior attention to detail
- Professional presentation skills
- Technologically proficient; demonstrating a good working knowledge of Microsoft Office (Word, Excel), and Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
- Social Media marketing savvy (Facebook, Twitter, Instagram, YouTube, LinkedIn, Vimeo)
- Graphic Design experience (Show posters, flyers, program packets, etc.)
- Basic web design and content management (WordPress experience a strong plus)
- Working knowledge of DSLR & cell phone photography
- Video production & editing

Preferred Qualifications: Bachelor's Degree or equivalent experience.

Benefits: Health Insurance, Paid Time Off, Employee Discount, Flexible Schedule



Applications accepted until the position is filled. Please submit a cover letter and resume to:

MoCo Arts
ATTN: Reagan Messer
40 Roxbury Street, Keene, NH 03431
or email rmesser@moco.org with subject line: Communications and Marketing Manager