SUMMARY

Crosstown Arts is hiring a Communications Manager to oversee all communications, public relations, and marketing for the multidisciplinary non-profit arts organization.

This Communications Manager is responsible for website maintenance, creation and distribution of weekly newsletters and email campaigns, social media management, media relations, box office management, editing duties, and developing/overseeing overall marketing strategy for Crosstown Arts.

The Communications Manager reports directly to Crosstown Arts’ Assistant Director. This position supervises Crosstown Arts’ full-time Visitor Services Coordinator and part-time Graphic Designer, which includes the management of ongoing design projects.

Crosstown Arts is committed to supporting a diverse and equitable workplace. Applicants from traditionally under-represented and under-supported groups are encouraged to apply. Crosstown Arts is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, sex, color, religion, creed, national origin or ancestry, age, marital status, sexual orientation, gender identity, gender expression, and disability.

DUTIES AND RESPONSIBILITIES

- Maintain Crosstown Arts’ website content, which includes the calendar of events and programming.
- Manage content and distribution of Crosstown Arts’ weekly newsletter and mass emails, as well as occasional one-off email marketing campaigns as needed.
- Manage Crosstown Arts general social media accounts (Facebook/Twitter/Instagram, etc.), as well as coordinate separate departmental social media accounts in collaboration with other staff.
- Oversee Crosstown Arts’ visitors’ services and ensure front desk staff are informed about Crosstown Arts events and programming; create work schedule for Visitor Services Coordinator.
- Serve as the first point of contact for general communications from the public.
- Serve as the first point of contact for media inquiries, which entails managing production of media materials and visual assets for press distribution; connecting reporters with information about Crosstown Arts; and arranging interviews with/sourcing material from Crosstown Arts staff.
- Participate in live, on-air public interviews and both scripted and unscripted public/media promotions.
- Organize and maintain up-to-date press database.
- Write and distribute press releases and event information for local media and local/regional event websites such as Memphis Travel, ArtsMemphis, Choose901, BLAC Memphis, and Locate Arts, among others.
• Develop and implement annual marketing campaigns and strategy for Crosstown Arts
• Market Crosstown Arts’ programming and events through appropriate channels, including paid print advertising, television interviews, and social media ad campaigns.
• Evaluate and monitor email campaign performance and social media metrics.
• Monitor press coverage and archive press clippings.
• Manage graphic design requests and work with Crosstown Arts’ graphic designer to prioritize and deliver graphic design needs.
• Organize and maintain shared folder of Crosstown Arts’ images and graphics for use in marketing materials.
• Manage printing needs for Crosstown Arts flyers, posters, and other design collateral.
• Oversee signage needs for Crosstown Arts; assemble and prepare a-frame signs for events staff.
• Create and manage Eventbrite pages for all ticketed events, process refunds, and answer any ticketholder questions submitted through Eventbrite.
• Create and distribute weekly communications to keep staff informed about events and programming.
• Edit all Crosstown Arts copy to be distributed to the public (staff emails, jobs postings, website information, grant applications, etc.), maintaining consistent and highly accurate grammatical control, as well as strong continuity of voice and tone.
• Distribute job descriptions/hiring information on Crosstown Arts’ website, job-finding sites, and social media; share with local media and relevant organizations.

**REQUIREMENTS**

• Exceptional written and verbal communication skills.
• Proficient knowledge of social media platforms and experience with social media content management.
• Able to act with excellent judgement and diplomacy, maintaining a high level of confidentiality.
• Excellent organizational skills and attention to detail.
• Able to thrive working in an arts-focused, non-traditional office environment.
• Able to give constructive feedback.
• Able to work independently.
• Willing to work nights and weekends.
• Proficient knowledge of Wordpress required; working knowledge of Photoshop and InDesign/Illustrator required; experience with Mailchimp and Eventbrite preferred.

**REPORTING**

This position reports directly to Crosstown Arts’ Assistant Director.
QUALIFICATIONS

- Bachelor’s degree or higher (communications, marketing, public relations, or journalism preferred).
- 3-5 years of experience in communications, media, and/or marketing.
- Proficient knowledge of grammar with a keen eye for detail.

THIS POSITION REQUIRES AN ONGOING COMMITMENT TO THE FOLLOWING CHARACTERISTICS:

- **Even-tempered disposition.** Ability to work under pressure in a composed, focused, affable, and courteous manner, with the clear understanding that unprofessional, unkind, or unfriendly interactions with the public or other staff members are not acceptable under any circumstances.
- **Adaptable and flexible.** Ability and willingness to accommodate ongoing modification to all tasks, plans and projects, including regular interruptions to workflow.
- **Prompt and timely communicator.** Ability to manage a demanding level of correspondence in all forms of communication. Especially important are excellent written and verbal communication skills.
- **Collaborative.** Eagerness to work collaboratively with Crosstown Arts’ staff.
- **Organized.** Ability to manage a high volume of information and tasks for multiple projects simultaneously, at varying levels of completion.
- **Accommodating.** Ability to seek out supportive solutions in order to accommodate guests and participants in all Crosstown Arts’ spaces - including the general public (as well as artists, musicians, and event organizers) - to realize the full potential of their creative vision whenever possible.
- **Gracious with people.** Ability to maintain a composed and supportive demeanor when interacting with idiosyncratic and distinctive personalities during sensitive situations. Demonstrates a good-natured, positive, and cheerful demeanor towards others at all times.
- **Enthusiastic, energetic, and positive.** Ability to sustain an ongoing spirit of positivity in high-pressure and demanding situations. Great level of passion and enthusiasm surrounding delegated projects, programs, and promotional campaigns.
- **Receptive.** Ability and willingness to take on a wide range of responsibilities ranging from simple tasks to highly detailed directives in order to complete projects.
- **Attentive to details.** Ability to maintain focus on and adjust to the constantly emerging details unique to each situation, ranging from visual/space needs to interpersonal requests from other staff and event participants.
- **Assertive, determined, and focused.** Ability to stay on task, to work under pressure within given deadlines, to problem-solve, and to proactively find solutions to obstacles in resourceful ways, seeing all projects through to completion.
BENEFITS AND COMPENSATION

This is a salaried, full-time position eligible for all Crosstown Arts benefits. Salary commensurate with experience and skill level.

TO APPLY

Please send a cover letter, resume, writing sample, and references online via Slideroom.com HERE. If you prefer to submit hard copies of your application materials (as opposed to applying online), feel free to drop off the required items with a Crosstown Arts staff member at the East Atrium desk at Crosstown Concourse during the hours of 10 am-5 pm, Tuesday-Friday.

CROSSTOWN ARTS: OVERVIEW

Crosstown Arts is a contemporary arts center with multiple music venues, performance and exhibition spaces, art-making facilities, and a multidisciplinary artist residency program, offering a diverse range of programming, all with immediate access to healthcare, wellness, and childcare resources.

Crosstown Arts is the creative centerpiece within Crosstown Concourse, a one-million-square-foot adaptive reuse of the historic Sears building, constructed in 1927 and once a major distribution center and retail store for Sears, Roebuck & Co. in Memphis, Tennessee. The larger Crosstown Concourse complex is a vertical urban village grounded in arts, education, and healthcare. It includes a charter high school for arts and sciences, graduate programs in education, health and wellness disciplines, grocery and marketplace, commercial/office, and a diverse range of residential living spaces.

The mission of Crosstown Arts is to further cultivate the creative community in Memphis by providing resources and opportunities to inspire and support a wide range of audiences. Crosstown Arts manages a variety of spaces and programs that integrate exhibition, performance, production, retail, and education. This collective vision of collaboration and sharing of resources to benefit the neighboring community and the city at large is the unifying quality that connects all the programming, spaces, tenants, and services of Crosstown Arts and Crosstown Concourse.