Position Announcement
Communications and Social Media Manager

Inner-City Arts is a multi-disciplinary arts campus located in the heart of downtown Los Angeles, serving over 10,000 children, youth, teachers and families during the school day, after school and on weekends. We believe the arts are the cornerstone of a high-quality education that levels the learning field across socioeconomic boundaries.

Inner-City Arts is seeking an experienced Communications and Social Media Manager to join our team. The primary role of the Manager is to develop and lead Inner-City Arts’ media and communications initiatives in support of our mission and programs. The Manager will be responsible for developing and executing an overarching communications strategy including media relations, crafting talking points, publicity, press and public events, and writing and developing collateral materials for Inner-City Arts. Reporting to the Deputy Director and working closely with the development team, program and professional development staff, and the Inner-City Arts community, this person will have strong interpersonal and relationship building skills, keen attention to detail, and an interest in education and the arts.

RESPONSIBILITIES:

- Write, oversee design, proof and edit all Inner-City Arts collateral material including but not limited to newsletters, annual report, e-blasts, program materials, brochures, invitations, press packets, etc.
- Develop and execute aggressive and sophisticated communications strategies that ensure consistent, high-impact activities and messaging that continually strengthen the brand of Inner-City Arts
- Improve our ability to communicate our key messages and beliefs to our constituents, educators, policymakers, newsmakers, opinion-makers and the public at large
- Promote national awareness and recognition for Inner-City Arts and its programs and our mission and results
- Work closely with program staff to report key data that will provide value to external audiences
- Make recommendations and assist with the strategic planning and implementation of a range of communications activities utilizing print, on-line, broadcast and other media
- Update and maintain website and social media sites, including preparing approved content for website, email blasts and social media sites, uploading photo, audio and video content, as well as replying to posts and tweets
- Keep abreast of media trends and technology and proactively research and recommend new media possibilities
- Collect user data for website, email blasts and social media and prepare quarterly evaluation reports, to determine outcome and effectiveness of communication strategies.
- Archive website content
- Troubleshoot simple website problems, such as broken links
- Establish strong relationships with key media that cover the activities of the Inner-City Arts; increase and deepen media coverage for Inner-City Arts, its participants and alumni
- Provide current, relevant and consistent information to targeted media and other audiences.
- Evaluate and respond to information requests from the press and general public
- Oversee the distribution of press releases and other communications materials
- Arrange interviews, photo shoots, and press conferences and make community presentations when needed
• Assist in securing high-profile, national speaking engagements for the Inner-City Arts senior team; research and write important and impactful speeches on a quick turnaround basis
• Work with the development team on organizational fundraising efforts that may not be directly tied to communications tasks
• Other duties and tasks consistent with the mission of Inner-City Arts as defined by either Deputy Director or Chief Executive Officer

QUALIFICATIONS

• Minimum of 5-7 years experience managing communications functions such as messaging, brand management, advertising, collateral materials, social media, website development and market research
• Excellent verbal and written communications skills
• Communications experience supporting public relations and marketing functions
• Knowledge of youth arts and education models and previous experience in the nonprofit landscape required
• Proficiency with Microsoft Word, Excel, Outlook, Power Point, Publisher, Twitter, Pinterest, tumblr, Facebook, Flickr and Internet research
• Experience working within content management system (CMS) for Web site maintenance
• Command of Associated Press style and familiarity with Factiva, Burrelle's, Cision, LexusNexus and ConstantContact
• Experience editing text for presentation online as well as cropping/resizing/compressing images and editing audio and video material for Web use
• Demonstrated track record in working effectively with the media, including success in pitching and placing news articles, profiles and opinion pieces in local and national newspapers, TV, radio and Internet
• Ability to quickly grasp complex issues and execute on a number of diverse projects simultaneously; comfort with taking initiative and making progress amidst competing priorities
• Excellent judgment and political savvy; reputation for integrity and ethics
• Ability to successfully operate in a fast-paced, dynamic, results-oriented team environment
• Bachelor’s degree in communications, journalism, public relations, humanities, fine arts, from and accredited university Master’s degree preferred. 5-7 years experience in institutional, non-profit sector or corporate communications desirable

HOURS: Full-time position/40 hours per week including evenings, early mornings or weekend hours.

LOCATION: Inner-City Arts is located in the downtown Los Angeles Warehouse District, adjacent to the Produce Mart and Skid Row.

SALARY: Commensurate with education and experience.

TO APPLY: Mail/Fax/ Email resume and cover letter to:

Human Resources, Inner-City Arts Attn: Communications Manager, 720 Kohler Street, Los Angeles, CA 90021; Fax: 213-627-6469; Email aubrey@inner-cityarts.org. No calls please.

Inner-City Arts engages employees without regard to race, color, religion, creed, age, gender, marital status, sexual orientation or any other characteristic covered by law. All who believe they meet the stated qualifications are invited to apply. Inner-City Arts is an equal opportunity employer.