



Marketing and Communications Manager

Position Description

Studio in a School (Studio) seeks a creative, non-profit marketing and communications professional to join the organization's team.

About Studio in a School:

For over 40 years, Studio in a School has advanced equal access to quality experiences in the visual arts for students from Pre-K through college. The largest and oldest organization of its kind, a recipient of numerous awards, and a model for artist and teacher collaborations nationally, Studio operates:

Studio in a School NYC, LLC (Studio NYC) delivers Studio's core direct service in New York City, providing visual arts instruction to 30,000 students, in-school and after-school, in partnership with nearly 200 schools and educational sites, primarily in economically under-resourced communities.

Studio Institute, LLC (the Institute) offers professional learning programs for educational systems, partnership programs with cultural and community organizations, arts internships, and dissemination of arts education research. With a mandate for national expansion, the Institute offers programs in Boston, Cleveland, Memphis, Newark, Philadelphia, and Providence, as well as New York City.

About the Position:

The Marketing and Communications Manager (Manager) is responsible for implementing and contributing to all marketing, communications and public relations initiatives for Studio NYC, and for collaborating with the Marketing Lead at the Institute as needed on organization-wide events and initiatives. Reporting to the Director of Development at Studio NYC, this is a full-time, exempt position.

Duties and Responsibilities:

The Marketing and Communications Manager will be responsible for developing and implementing programs in marketing, communications and public relations. The Manager is expected to fulfill the duties and responsibilities listed below and other duties as assigned.

MARKETING

- Work with Studio NYC Program Directors to devise and implement marketing plans
- Oversee all publication placement and strategic partnerships
- Create and maintain all marketing materials including but not limited to annual reports, program brochures, advertising post cards, letterhead and correspondence

- Write and/or edit diverse materials, including brochures, signage, invitation copy for exhibitions, quarterly newsletters, special events promotions, and other items
- Oversee design and production process for written and visual material for both internal and external purposes
- Oversee photo documentation of programs including managing freelance photographers
- Maintain a roster of photographers, videographers and graphic designers to aid in the production of Studio NYC printed and digital materials
- Maintain and manage all digital assets of Studio NYC, including Media Valet repository, videos, films, and photography
- Ensure that Studio NYC has “brand identity” as a visual arts education organization and is recognized as an expert nationally
- Work with staff and consultants to ensure that all materials maintain the consistent visual and conceptual identity of Studio NYC

COMMUNICATIONS

- Work with the Director of Development to devise and implement communications plans
- Produce annual report, e-newsletter, invitations and all publications that deliver Studio NYC’s mission and programs to supporters and constituents
- Oversee photography and video recording of special events for documentation and sharing with supporters and constituents
- Maintain and manage all social media for all Studio NYC accounts, including design and execution of social media strategies, regularly scheduled campaigns, featured stories and webinars
- Update and manage Studio in a School’s websites, including but not limited to support for exhibitions and virtual galleries
- Liaise with all consultants related to communications including writers, designers, printers and public relations representatives

PUBLIC RELATIONS

- Implement strategy to position Studio NYC within the media with emphasis on exhibitions program
- Write and/or edit press releases
- Field media inquiries and press relations as they relate to Studio NYC programs and special events
- Develop and maintain press lists and press relations
- Maintain press and publications archives
- Manage special events publicity and support staff receptions
- Raise Studio NYC’s profile among artists, teachers, principals, and other audience segments, including elected officials
- Inform the artistic community about teacher preparation and opportunities
- Create and prepare Board meeting presentations in collaboration with the Presidents of Studio NYC and Studio Institute

- Collaborate with the Board-level Marketing Committee including preparing meeting materials and following up on Board member requests in collaboration with Presidents

Qualifications:

- BA required; MA preferred
- Interest in visual arts and their role in education essential
- Five years relevant public relations, marketing and/or communications experience
- Expert writing and editorial experience
- Experience with graphic design software, email communications programs, and social media platforms
- Experience designing and executing social media strategies
- Knowledge of web communication procedures
- Familiarity with local and national media outlets
- Excellent interpersonal and communication skills
- Ability to handle multiple assignments simultaneously and to keep track of and coordinate complex projects from start to finish on tight deadlines
- Ability to work with a variety of people including artists, senior management, trustees and consultants
- Ability to provide direction and develop teamwork

To apply:

Email resume and cover letter to jobs@studioinaschool.org. Write “Marketing and Communications Manager” in the subject line. No applications will be accepted without a cover letter. No phone calls, please.

Studio in a School is an equal opportunity employer and seeks to hire staff members who reflect the diversity of the communities we serve. All positions at Studio in a School are filled without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, disability, employment status, HIV/AIDS status, veteran status or any other characteristic protected by law. All are encouraged to apply.