

Position Title: Marketing & Communications Director

Immediate Supervisor: President & CEO
Work Schedule: 9 a.m. to 5:00 p.m. / Some hybrid work flexibility available
Position Status: Full Time/Exempt Position

Chapman Cultural Center (CCC) is a mission-driven organization dedicated to supporting arts and cultural activities for all Spartanburg County residents. As a people-first organization, we prioritize staff well-being, work/life balance, and inclusivity. Driven, motivated, and passionate, our team works collaboratively across departments and within the community to further our mission of promoting a full creative life for all. We encourage applicants interested in amplifying our creative community and supporting arts and culture to apply.

Primary Position Description

The Marketing & Communications Director is a leader driving brand strategy, creating and activating promotion that inspires and engages patrons, creatives, and donors in our community. The director is responsible for developing innovative brand ideas, actions, and thought leadership that communicates the role, scope, and impact of Chapman Cultural Center as a leading arts, cultural, and entertainment organization and destination. Reporting directly to President/CEO, the Marketing & Communications Director manages all aspects of marketing, communications, and promotions for Chapman Cultural Center.

The director must demonstrate curiosity and passion for the power of branding to drive demand and achieve objectives. Day-to-day tasks will include traditional and digital marketing, media planning, budget management, and design oversight.

Description of Work/Primary Job Factors:

- Develop and execute a comprehensive annual brand communications plan to inspire increased awareness, funding, and participation in the arts and culture in our community
- Create and manage existing marketing networks and identify new strategies using:
 - CCC and affiliated websites and all social media platforms;
 - Direct and Email Campaigns; and
 - Targeted Digital, Print, and TV Advertising including video production
- Manage vendor relationships, contracts/scope of work to meet project deadlines, budget, and expectations
- Collaborate with the CCC staff, on-campus, and community partners, on the promotion of Spartanburg's creative community
- Gather multi-media content from events, downtown cultural district, CCC Campus, Mayfair Art Studios, etc.
- Copywriting and editing, including content for digital and print communications, special projects, and marketing campaigns
- Graphic Design including the development of flyers, handouts, presentations, etc.

- Enhance public awareness of CCC through increased media coverage locally, regionally, state-wide, and nationally through the development of press releases, case studies, executive bios, corporate newsletters, and collaboration with advertising partners

Competencies

- Strong written, verbal communication, and editing skills
- Ability to manage multiple projects and deadlines simultaneously with accurate attention to detail and capacity to work independently as well as collaboratively with staff
- Technical skills: advanced knowledge/use of Microsoft Office Suite; Adobe Creative Cloud applications, and Email Marketing platforms
- Proficiency with Social Media channels—Facebook, Instagram, and emerging media
- Familiar with Website Content Management systems

Qualifications

- Bachelor's degree in marketing, communications, or related field and/or professional experience in marketing and communications
- A track record of developing and implementing successful marketing strategies that target a diverse audience base for a small to mid-market arts or nonprofit organization
- Strong content creation skills for print, video, web, and e-communications
- Excellent computer skills with a knowledge of current web, and social media trends to build marketing strategies

Pay: \$56,000-\$60,000 FT

Benefits: Health insurance, 401K matching plan, Paid Time Off (PTO) accrual package, and flexible work schedule including the opportunity for hybrid on-site/remote schedule.

To apply, submit a resume and cover letter to DMayer@chapmanculturalcenter.org. Applications materials will be accepted until the position is filled. Applications will be reviewed on a rolling basis.

For priority consideration, please submit application documents by January 31, 2023.

Chapman Cultural Center fosters a welcoming and inclusive environment that values a broad range of perspectives and backgrounds.