



Job Opportunity: Director of Marketing & Communications

United Arts of Central Florida, the second largest nonprofit local arts agency in Florida serving four counties, is seeking a seasoned Marketing & Communications professional who is not only inspired to elevate and engage people through the marketing and communication strategies of United Arts, but also to support sector wide audience development and cultural tourism strategies for the benefit of the nonprofit arts and cultural sector in Central Florida.

The Director of Marketing & Communications plays a pivotal role in crafting and executing United Arts' marketing and communications strategy to enhance engagement with United Arts and foster growth within our arts and cultural community. This position demands adept leadership, strategic understanding of the relationship between United Arts and cultural ecosystem, and effective collaboration to ensure alignment with organizational objectives.

Key Responsibilities:

The Director maintains a comprehensive understanding of the organization's mission impact through programs, events and services and creates storytelling and messaging that amplifies this impact. They will oversee the use of the organization's brand and messaging across the entire organization to maintain brand standards and culture of the organization.

1. Strategic Development & Implementation

- Develop and execute annual marketing & communications plans with key performance metrics that align with United Arts' branding, goals and objectives
- Collaborate with the President & CEO, Sr. Director of Development to advance United Arts' goals and fundraising objectives through data driven messaging and creative strategies
- Manage the Marketing Department to execute marketing and branding tasks across various channels such as advertisements, collateral materials, website and social media

2. Budget Management & Resource Allocation:

- Work with the President & CEO and Finance Director to develop and monitor the annual Marketing budget, ensuring alignment with financial goals
- Seek in-kind and sponsorship support from vendors and media to augment marketing efforts

3. Brand Management & Storytelling:

- Maintain United Arts' brand integrity across all organizational communications and materials
- Develop compelling storytelling and messaging that amplifies the organization's mission impact

4. Collaboration & Partnership:
 - Work closely with the Sr. Director of Development to support fundraising goals through marketing and branding initiatives
 - Collaborate with cultural Tourism Directors to enhance regional cultural tourism branding and messaging efforts
 - Foster relationships with cultural partner organizations and provide support for their marketing and promotional endeavors
5. Communications & Public Relations:
 - Oversee outward-bound communications strategies including website and social media content and maintaining relationships and communications with regional media outlets
 - Collaborate with the Editor and Chief of Artistry magazine to align content with organizational mission, marketing strategy and community needs
 - Monitor website and social media analytics to optimize engagement and reach
6. Leadership & Supervision:
 - Lead and supervise the Marketing Department staff (3), ensuring positive culture of productivity and effective implementation of campaigns.
 - Administer Board Marketing Task Force
 - Manage marketing interns on tasks related to marketing and branding
 - Represent United Arts at community events and meetings including travel in four-county region
7. Development Support:
 - Implement donor loyalty strategies in collaboration with the Development Department to ensure proper representation and handling of donors and sponsors logos and names
 - Promote donor programs and seek out sponsorship and advertising opportunities

Minimum Qualifications:

Education: Bachelor's degree in marketing, Communications, Public Relations, or a related field OR equivalent demonstrated skills and experience

Experience, Skill, and Abilities

- Minimum of six years of marketing and branding experience with increasing responsibility and multiple stakeholders
- Four years of experience in staff supervision/management
- Knowledge of nonprofit marketing and regional arts and cultural sector
- Exceptional written and oral communication skills
- Strong interpersonal skills and ability to collaborate effectively

- Ability to work independently, manage multiple projects concurrently and prioritize tasks effectively
- Other relevant duties when required to fulfill position responsibilities

Compensation: \$70,000 - \$75,000 annual salary with benefits including medical, dental, life, long- and short-term disability, employee 401K match, and paid vacation, sick and holiday time.

Hybrid work schedule allows for 1 remote day a week after the first 90 days.

United Arts is a drug-free, smoke-free EOE. In compliance with the Americans with Disabilities Act, United Arts will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Interested persons please submit cover letter and resume with experience relevant to the position to Jennifer Evins, President & CEO by email to Jennifer@unitedartscfl.org, with Director of Marketing and Communications in the subject line.