



JOB ANNOUNCEMENT COMMUNICATIONS MANAGER

Status: Full-time, salaried

ABOUT CULTURESOURCE

CultureSource is a Detroit-based coalition of cultural organizations and creative people that supports the vitality of Southeast Michigan's arts and culture community. Our membership includes arts and culture nonprofits, artists, and philanthropists striving to have creative and cultural expression benefit the public across our seven-county Southeast Michigan region.

Our work involves facilitating learning and networking activities, managing funding and adaptive changemaking initiative, and collecting data and sharing knowledge.

The organization has experience significant change in the past three years.

- During the pandemic we pushed ourselves to meet the extraordinary needs for support of our sector.
- Our staff team grew rapidly and has been investing in full team trainings on cultural competency, change management, productivity, and professional strengths awareness to facilitate teamwork and achievement.
- In the past eighteen months, we have received three charitable gifts of over a million dollars that are transforming our capacity for service.
- Our communications apparatus has matured, with a new digital resource library, newsletter open rates regularly at 50%, and trackable buzz (nationally and locally) from the distinctiveness of our organization's programs and writings.

We are looking for an experienced communications peer who has proven abilities as a strategic thinker, a writer, a relationship builder, and a leader, as well as someone who can leverage and advance our communications infrastructure to increase the accessibility of our program and promote the value of our partnership.

ABOUT THE ROLE

How You'd Fit In

- **Lead** and execute marketing and messaging strategy and brand management across multiple platforms
- **Work closely with** the executive director on strategy development, positioning, production of monthly newsletters, and overall brand management
- **Report to** the director of external relations as a supervisor, thinking partner, proofreader, and editor
- **Supervise** digital media coordinator, who will oversee data management, social media, digital production, and the CultureSource website

Primary Responsibilities & Expectations

Main duties to include:

- Designing and implementing advertising and promotion strategies;



- Designing and implementing audience-building strategies (members, partners, influencers, media, program participants);
- Proactively managing and expanding relationships with news media, influencers, and promotional partners;
- Monitoring and managing the CultureSource brand expression, aligned with branding and style guidelines;
- Monitoring internally produced content and external mentions of CultureSource for accuracy
- Producing monthly CultureSource email newsletters and program updates;
- Developing and deploying both proactive and reactive messages that affirm and advance CultureSource's positioning, including press releases, quotes, and statements;
- Regularly creating or commissioning editorial content for the website, including stories, program summaries, special announcements, and other content for our digital resource library.

THIS JOB IS FOR YOU IF YOU...

- Enjoy driving multiple projects at one time
- Have demonstrated success in creating and implementing communication campaigns, including crisis communication and issue management, strategic storytelling and messaging
- Have significant experience in developing content (writing, design, web)
- Find joy in developing and sustaining interpersonal relationships, especially with media contacts

Ready to Lead – You have the skills needed to perform the full scope of the job on day one, from the communications tasks to personnel management.

Ready to Learn – This role is on the front lines of responding to emerging modes of and platforms for communication, requiring a colleague with curiosity and a strong ability to be adaptable.

Implementer – You know how to turn ideas into action and thrive in moving through steps and task lists toward achieving goals. You can work this way whether balancing simultaneous complicated projects or moving quickly on a short timeline. You know how to set aggressive goals and how to move projects forward with momentum.

Big Picture Thinker – The scope of this position is broad and strategy focused, and you know how get out of the weeds of day-to-day project management to see the opportunity of ideas converging and patterns in internal and external activity.

Relational – You enjoy seeking connection with and between people, and you are able to deploy this affinity toward developing and maintaining relationships with our core audience, contractors, as well as media, promotional, and program partners. In this work, you might identify as an introvert or extrovert.

Delegator – You know your work preferences, professional talents, priorities, and weaknesses, and you know how to use that awareness to involve or assign work to others in team projects. You also are comfortable holding others accountable to agreed-upon tasks and deadlines.

Motivational – When you believe in a project, you can easily get people excited and ready to hop on board. Using your powers of influence, you are able to impact both audiences and colleagues.

Team Player – While focused on your own work, you simultaneously actively encourage and contribute to the success of those around you and the overall organization.



ADDITIONAL DETAILS

Equipment and Information Systems: MacBook Air laptop, Google Workspace, NeonCRM, Slack, Zoom, WordPress, MailChimp, Formstack

Hours: Forty hours per week in a hybrid environment. All staff work from our Detroit office Tuesdays and Wednesdays, 10am – 3pm. The rest of the workweek you may work from wherever is convenient for you, understanding that there will be Zoom/phone/email communication that is limited to 9am – 5pm Monday – Friday.

Compensation: \$65,000/year, full-time salaried, paid electronically every other Friday

Benefits: These include health care, dental and vision coverage, generous paid time off, additional office-wide holidays, and 401(k) plan.

TO APPLY

Please use [this portal](#) to outline your interest. There, you will be asked to supply the following:

1. Please write two to three paragraphs telling us why you are interested in the position, and how you believe you meet the qualifications.
2. Please upload your work/skills/training history as an attachment (either .doc, .docx, or .pdf), **OR** include a link to your LinkedIn profile.
 - We do not have a preference on which one.
 - You will not receive special consideration for sending both.
 - Our aim is to understand where you have worked before, and the types of roles you have had. We are open to and interested in learning from folks across the spectrum of experience and industry.
3. Please upload **OR** provide a link to your portfolio. This will allow us to get a sense of your work.

Qualified applicants will receive an email within five business days to schedule a conversation.

Position open until filled.