



Communications Manager

Reports To: Senior Director, Marketing + Partnerships

Category: Part time, Exempt (approx. 20 hrs/week)

Deadline: Apply by March 31, 2024

About The Guild: [The Guild of Artists & Artisans](#) (The Guild) is a non-profit, membership association of independent artists founded in 1973 in Ann Arbor, Michigan. Its mission is to promote community awareness, understanding and appreciation of the visual arts and to maintain a support network for artists, which provides educational, mentoring and marketing opportunities. It furthers this mission by: producing nine fine art fairs, managing The [Gutman Gallery](#), and working with young artists in The Guild's [Emerging Artist Program](#).

Job Description: The Guild of Artists and Artisans is seeking a dynamic and engaging Communications Manager with experience in marketing, communications, social media, PR, graphic design, and brand development. The ideal candidate is outgoing, personable, knowledgeable about social media platforms, and enjoys networking and outreach. We are looking for someone with excellent verbal and written communication skills who is creative, organized, and a highly motivated individual that appreciates the value of the arts. The ideal Communications Manager not only enjoys the arts, but can clearly communicate its value and can fluently advocate and promote an arts nonprofit that produces fine art fairs and manages an art gallery.

Weekly schedule is flexible, but applicants should expect to complete approximately 20 hours per week (hours increasing during and leading up to events). Applicants must also be available on select weekends and evenings of art fairs. Work to be completed in-office and remotely.

Duties:

- Manage The Guild's social media including creation of artwork, messaging, maintaining the schedule, and publishing;
 - Support the Gutman Gallery's social media channels;
- Research and identify potential networking opportunities to help promote the Guild and its programs;
 - participate in these networking events and make presentations on behalf of The Guild;
- Research and identify best placement for promotion/advertising of Guild and Guild events;
 - Create marketing plan for each Fine Art Fair and negotiate contracts to stay within budget;
 - Design advertisements to promote Guild and Guild events
- Responsible for growing Email list and creating monthly Guild e-Newsletter [Constant Contact];

- Create and send additional email communications to various Guild members/Fairgoers as needed;
- Assist Gallery with their monthly e-blasts;
- With support from Guild team, create strategic plan around Guild outreach, marketing and branding;
- Create marketing materials for use in Gallery and at Fine Art Fair events promoting The Guild;
- Continually work to identify new ideas and opportunities to increase the Guild's social networking success;
- Ensure that Guild fairs and programs are listed in all appropriate online and printed event calendars;
- Develop and maintain graphics, photos and videos to help promote each fair and The Guild;
- Write and distribute press releases about each Fine Art Fair and other programs as needed;
- Represent The Guild and its programs in live and recorded media interviews;
- Maintain and update the Guild's website and support updates/maintenance of the Gutman Gallery website;
- Attend weekly staff meetings [remote or in-person]; and
- Complete additional projects as assigned by the Senior Director of Marketing + Partnerships and Executive Director.

Desired Qualifications:

- Degree in Graphic Design, Marketing, Communications, NonProfit Administration, Public Relations or similar discipline;
- Exceptionally strong written & verbal communication skills;
 - comfortable presenting in front of large audiences and doing live on-air interviews;
- Superior time management and multitasking skills; the ability to prioritize tasks with minimal supervision is essential;
- Well-organized and able to meet multiple and competing deadlines;
- Comprehensive knowledge of English grammar, spelling, and punctuation;
- Strong knowledge of or experience with maintaining social media platforms for a strong and cohesive social media presence;
- Great eye for detail and design;
- Portfolio or evidence of branding, social media, and PR experience;
- Proficient with Google Drive, Word, and Sheets and with design software such as: Photoshop/Illustrator/Adobe InDesign/Canva;
- Proficient with Website [wordpress , Wix, and square] maintenance;
- Video production and photography skills beneficial;
- Professional, responsive, and a positive work attitude;
- Ability to interact effectively with staff, the public, media, and the board of directors; and
- Interest in non-profit administration is helpful.

Compensation: 20 hours per week paying \$1,875 per month - Annual Salary of \$22,500 with potential to grow into a full time position in 2025.

Eligibility: Don't meet every single qualification? Studies have shown that women and people of color are less likely to apply to jobs unless they feel they meet every requirement. The Guild is dedicated to building a diverse and inclusive workplace - so if you're interested in this role but your experience doesn't exactly align with every listed qualification in this job description, we encourage you to apply anyways. Your cover letter is a great opportunity to tell us why you think you would be a great candidate despite or even because you don't check every box. Who knows, you may be exactly who we need to fill this role!

We value diversity and are committed to creating an inclusive environment for all employees. The Guild is an equal opportunity employer.

Schedule + Time Commitment: On average, the Communications Manager should be available and complete approximately 20 hours per week. Ideal candidates should be available to work some weekends and evenings to help support Guild events as needed. Weekly hours to be completed as a combination of in-office and remote hours.

Transportation: The Guild of Artists & Artisans offices are located at 118 N Fourth Ave, downtown Ann Arbor, close to public transportation and several pay lots, as well as free neighborhood parking within walking distance. At this time, The Guild provides parking passes/reimbursement for any pay lots.

Full list of 2024 fairs: Garage Sale Art Fair (February 24), Art Birmingham (May 11-12), NINE Design + Homes Festival of the Arts (June 22), Ann Arbor Summer Art Fair (July 18-20), Perrysburg Hearts the Arts (August 16-18), Brighton Street Art Fair (August 23-25), Common Grounds' Birmingham Street Art Fair (September 28-29), A2 Artoberfest (October 12-13), and Royal Oak Market: Art Fair Edition (November 21-22).

To Apply: Please submit your resume and cover letter in PDF format to the Senior Director, Marketing & Partnerships, Allison Neal at allison@theguild.org.