



## Sun Valley Center for the Arts

191 Fifth Street East, Ketchum, Idaho  
P.O. Box 656, Sun Valley, ID 83353  
208-726-9491 • [www.sunvalleycenter.org](http://www.sunvalleycenter.org)

**Job Title:** Manager of Communications and Strategic Partnerships

**Reports To:** Manager of Marketing

**Purpose:** This position is responsible for researching, imagining, aggregating, writing and publishing the ongoing story of Sun Valley Center for the Arts and demonstrating its impact on the community. This position is also responsible for developing strategic partnerships for special events, outreach, grant support and advocacy. This position will work collaboratively within marketing and development to create and/or distill the most compelling stories that define and position the organization as critical leader. Will drive awareness, engagement, and loyalty from our patrons and core audiences, such as audience members, corporate partners, individual donors, policymakers, community leaders and strategic segments.

### Key Accountabilities:

#### Communications

- Storytelling
  - Developing core content and an annual messaging plan for all external communications to drive awareness and engagement and share impact of organization
  - Support messaging development for all special events, curtain speeches and media events
  - Understand, own, create and execute short- and long-term content strategies for the organization
  - Serve as primary Staff copy editor and writer
  - Maintain story bank—Gather stories of the Center’s impact with sources and find cost effective ways to share them with target audiences and archive them for future use.
  - Oversee video content for best storytelling
- Public Relations
  - Develop public relations schedule—Plan and issue press releases, seek article placement and develop strategic relationships within national arts, arts education and wine industries
  - Create speakers schedule for executive director and program directors
  - With Wine Auction committee, develop auction ideas and procure auction donations.
  - Serve as primary media relations contact
  - Handle media and photography inquiries
  - Maintain SVCA image library and online flickr acct
- Communications
  - Work with marketing director to develop an effective messaging and marketing strategy for short and long term
  - Manage content for newsletters, major appeals (annual fund and membership drive), playbills, newsletters, email blasts, guardian and patron communications, and impact reports.
  - Manage Digital footprint and activity: Maintain active and consistent digital presence through website, social media and arts blog
  - Track communications goals, results and audience development
- Event Support
  - Work with marketing staff to develop an effective messaging and marketing strategy for Wine Auction, and all necessary publicity and support materials for the auction and related events including the wine auction catalog.

- Manage production schedule for invitations, catalog and other collateral material for special events.
- Contract and supervise outside service providers to assist with marketing including Copy Writer, Graphic Designer, Photographers
- Strategic Partnerships and Business Development
  - Work collaboratively with development team and other staff, volunteers, and external service providers to secure corporate sponsorships for major events, museum exhibitions, Company of Fools and education programs
  - Develop ad sales program for playbill and season brochure
  - Manage schedule, Write and research program grants to ensure additional operating funds
  - Works closely with development to play an integral role in outreach efforts
  - Research and develop marketing materials for the purpose of attracting underwriters, sponsors and donors to support fundraising efforts.

**Key Interfaces:**

This position will be responsible for maintaining relationships with:

- Development department
- Artistic and program directors
- Special Event Coordinator

This position will interface with the following groups outside the department:

- Executive Director
- Finance Manager
- Board of Directors, Wine Auction Chairs/Committee

**Focus:**

Marketing 50%, Development 30%, Program support 20%

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- On occasion, light physical effort including, but not limited to: Walking and/or brisk walking, lifting 10-45lbs, climbing/descending steps, climbing/descending ladders.
- Occasional nights, weekends, and long hours.

**Education/Experience Required:**

- Bachelor's degree with a minimum of 3-5 years relevant work experience—Bachelor's degree in marketing, communications or journalism preferred.
- Proven ability to develop and maintain business relationships with a diverse range of people and personalities
- Ability to work collaboratively with teams in a dynamic work environment
- Knowledge of Database Management, Adobe Illustrator, InDesign and Photoshop.
- A desire to work within all facets of a multidisciplinary educational arts organization
- Well-defined track record both as a talented storyteller AND as a relationship-building project manager.
- Demonstrated excellence in writing, storytelling, and content creation.
- Proven experience creating and executing strategic communications plans.
- Ability to develop content on traditional and digital platforms.
- Solution-oriented, strategic thinker and communicator.
- Results-oriented, project manager.
- Experience creating an organization's core messaging collateral (annual report, one-page overview, etc.)
- Experience with content management platforms essential.
- Experience communicating with corporate and donor audiences.

**To apply:**

Please send cover letter and resume to [information@sunvalleycenter.org](mailto:information@sunvalleycenter.org).

Deadline for applications is June 15, 2019. We will be inviting qualified candidates to interview prior to the closing date as we are eager to fill this position quickly.