



## **Prince George's Arts and Humanities Council Director Marketing and Communication Full-time with Benefits**

Prince George's Arts and Humanities Council (PGAHC) is seeking to hire a Director of Marketing and Communications to join our team. This position will promote marketing and communication strategies that will heightening awareness about PGAHC programs and cultural assets with diverse communities in Prince George's County and beyond using various marketing and communication mediums. The successful candidate will work closely with our Program, Grants, and Fundraising teams to plan and direct promotional campaigns, create budgets, and ensure all marketing and communications are aligned with PGAHC's brand and strategic goals. The Marketing and Communications Director is an exempt position and reports directly to the Chief Executive Officer.

### **Areas of Responsibility**

- Oversee all marketing aspects of PGAHC branding including brand and content management
- Facilitate and enhance PGAHC's relations with key stakeholders and partners
- Blend marketing, advertising, and media relationship strategies to promote PGAHC programs, grants, events, and partnerships
- E-Commerce content and marketing collateral
- Data management and analysis
- Lead content creation and coordination for social media platforms, e newsletter, press releases, events, etc.
- Manage all aspects of PGAHC's social media presence (PGAHC website, LinkedIn, Facebook, Instagram, Twitter, YouTube)
- Drive strategy to increase daily engagement on PGAHC social media accounts
- Enhance awareness of key PGAHC initiatives and events
- Manage advocacy and special campaigns
- Lead PGAHC's Marketing team including social media and Website consultants

### **Qualifications**

- Bachelor's degree in Marketing, Communication, or Public Relations and 6 to 8 years' experience
- Proven work experience in management, marketing, and communications
- Excellent written and verbal communication skills for internal and external audiences
- Strong attention to detail and proofreading skills

- Proven results in implementing marketing and communications strategic plans
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage a diverse audience
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines
- Specialized experience, a plus –for example, working with an intermediary organization on a regional scale
- Ability to work in team-oriented, collaborative, fast-paced environment, and experience with working with cultural/creative constituencies is preferred.

### **Supervisory Controls**

Works under the general supervision of the Chief Executive Officer, who defines overall objectives to be achieved. Scope of service is reviewed for conformance to established policies and procedures, feasibility, compatibility with goals, guidelines, and effectiveness in achieving intended objectives. This position manages one PT social media position.

### **Work Environment:**

Work is typically performed in an office setting. Like many other organizations our priority is our employee's safety during the Covid-19 Pandemic. PGAHC has implemented a temporary remote work program and will be publishing a detailed Remote Work policy in the near future.

### **Disclaimer**

- The duties and responsibilities described are not a comprehensive list and that additional tasks may be assigned to the employee from time to time; or
- The scope of the job may change as necessitated by business demands.

### **EEOC Statement:**

Prince George's Arts and Humanities Council is an equal opportunity employer. Applicants are considered for **employment** without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veterans, or disability status.

### **Apply**

To apply for this position, send your cover letter and resume to: [kwcooper@pgahc.org](mailto:kwcooper@pgahc.org)

Closing date for this position is December 15, 2021