



Communication & Marketing Manager

About Methow Arts

Methow Arts is a non-profit organization based in Twisp, WA. Methow Arts operates an array of programs in education, promotion of the arts in Okanogan, public art projects, and a performance series for schools and community. Our mission is to enrich the lives of people in Okanogan County by making the arts an integral and dynamic part of public school education, economic vitality, and community.

Position Summary

This position will manage communications and marketing of Methow Arts and its programs, working collaboratively with the staff, community members, and artists. The communications/marketing manager joins a small, committed team of professionals who believe that the arts are an integral part of life in rural North Central Washington.

The communications/marketing manager will work well in a small staff environment and bring ideas and initiative to the position. They will develop and implement our communications and marketing strategy across a number of platforms and produce the quarterly arts magazine. Our communications and marketing goals are to promote the arts throughout Okanogan County, increase awareness of cultural events, and growing Methow Arts outreach in the communities we serve.

Duties and Responsibilities

Communications

- Manage the Methow Arts brand, including brand integrity and visibility across the organization, and informing staff on brand and messaging standards.
- Oversee storytelling efforts.
- Manage, design, edit and publish Methow Arts print and electronic communications including the arts magazine, e-newsletters, event posters, and other publications and collateral
- Update and maintain website.
- Manage strategy, design, and content development for Methow Arts website and digital media platforms.
- Manage marketing and promotion of all Methow Arts events.
- Track progress and effectiveness of communications and marketing activities.

Marketing

- Promote Methow Arts, it's programs and events, to the communities we serve and the public at large.

- Develop and carry out marketing/advertising strategy, including developing and driving a marketing calendar.
- Develop and carry out a media strategy, including press releases and tracking press coverage of events and programs.
- Sale ads in quarterly arts magazine.
- Develop annual marketing budget in partnership with the Executive Director.
- Track all marketing and advertising for annual LTAC reporting.

General

- Support and coordinate with all Methow Arts programs, including supporting all events.
- Work on special projects throughout the year as assigned.
- Represent Methow Arts at events.

Desired Qualifications

If you possess some of the qualifications below and have a strong interest in learning about the other areas of the job, we encourage you to apply.

- Strong written and oral communication skills.
- Strong project planning, critical thinking and problem solving; self-motivated and self-directed.
- Skilled in visual design. Experience with design software and website platforms preferred.
- Proficient in using social media, including Facebook and Instagram.
- 2-3 years of experience in communications or a related field.
- Strong networking and relationship management skills.
- Strong comfort using technology, including cloud-based apps and software.

General Skills and Requirements

- Commitment to our mission.
- Excellent customer service skills.
- Outstanding verbal/written communication skills.
- Proficiency in Office Suite and G Suite is required.
- Ability to handle multiple tasks, projects, and priorities effectively and professionally.
- Some moderate lifting (up to 25 pounds) may be required on an occasional basis.

Additional Information

Location: Twisp Office, 204 E 2nd Ave Twisp, WA 98856

FLSA Classifications: 32 hrs weekly, non-exempt

Compensation: \$27 per hour plus benefits including health stipend and paid time off

Position Reports to: Executive Director