

Monday, August 9, 2021

Marketing and Communications Manager

Company: Mind-Builders Creative Arts Center
Location: Bronx, New York
Compensation: 65,000-70,000

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Mind-Builders Creative Arts Center

Founded in 1978 by Executive Director Madaha Kinsey-Lamb, the mission of Mind-Builders Creative Arts Center is to inspire the growth of local youth and families through high-quality arts programming. More than just an arts center, Mind-Builders brings together best practices in arts education, youth development, and community engagement in the belief that a healthy community is a vital ingredient in the healthy development of a child. Our peer-supported learning culture is a critical resource for local youth with few other options for cultural enrichment. All of our programs are free or low-cost, and no one is ever turned away for an inability to pay. Music and dance classes are held five days a week, along with a full calendar of arts presentations that range from local to world-famous guest artists.

Marketing and Communications Manager

Leads the day-to-day execution of marketing and donor engagement communications with assistance from the Coordinator of Enrollment and Family Outreach. Shows a strong commitment to the mission of MBCAC, while exuding a passion to achieve a raised awareness of Mind-Builders' role in the community as the center of excellence for arts education and community culture.

Reports to: Assistant Executive Director for Development and External Affairs

Coordinates with: Senior Staff and Program Directors

Duties and Responsibilities:

Develops and manages content calendar for social media engagements and email communications targeting registered students/parents and external community outreach for development

Responsible for social media activities through writing, editing, designing and/or supervision of designers, and analysis of Mind-Builders' social media channels (including Facebook, Instagram, and LinkedIn); target a network of influencers and advocates to help diversify and broaden our reach

Manages digital initiatives through writing, editing, designing and/or supervision of designers, and publishing web content for routine updates on website (including quarterly audits)

Responsible for data analysis to evaluate program metrics, success and effectiveness, and change approach accordingly

Manages consistency in branding by ensuring marketing materials and assets are aligned with brand guidelines

Responsible for the supervision of and/or design of basic visual assets (social media posts, email graphics, presentations, photography, videos, video editing, etc.); responsible for the oversight of asset creation, management and archival

Partners with Assistant Executive Director for Development and External Affairs and Community Outreach team in strategizing marketing efforts for building awareness and enrollment for MBCAC

Collaborates with staff to hone campaign goals, strategies, tactics, and budgets throughout the year; responsible for marketing budget

Support development department with solicitations, reporting and funder acknowledgement compliance, including annual newsletter appeals, annual reports and materials for proposals, interim and final reports

Collaborate with department directors and leadership as needed to plan, execute and gain approvals on cross functional initiatives

Requirements include:

Must have 5 years' experience in Marketing for a non-profit, preferably in the arts

Must have supervisory experience

Must have a style that engages the pulse of the community and culture and ability to connect with donors and supporters of Mind-Builders

Project Management skills; attention to detail; ability to shift priorities at a moment's notice

Budget management

Excellent verbal, written communication, content creation, and graphic design skills

Proficient in Microsoft Office 365, Adobe Creative Suite, Video editing software, preferably experience with

Google Adwords, Google Analytics, and Google Tag Manager, Constant Contact or Email Chimp. Looks at learning new software applications with intuitive mindset

This position is open with an immediate start date. Interested applicants must submit a cover letter and resume. "Marketing and Communications Manager" in the subject. No telephone inquiries or recruiters please.

Apply via Indeed [HERE](#)

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[< back](#)

[previous listing](#) • [next listing](#)