



ARTS FOR THE AGING

MARKETING AND COMMUNICATIONS COORDINATOR POSITION DESCRIPTION

REPORTS TO:	Program Director
LOCATION:	Full-time position with part-time telework schedule; Office address 15800 Crabbs Branch Way, Rockville, MD 20855
SUPERVISES:	No direct reports
FLSA CLASSIFICATION:	Exempt
STANDARD HOURS:	9:00 a.m. – 5:00 p.m. M-F

Arts for the Aging engages older adults and caregivers with diverse abilities and backgrounds in health improvement and life enhancement through regular participation in the multi-disciplinary arts. With a vision in Greater Washington D.C. and beyond to demonstrate excellence in multidisciplinary, participatory, and inclusive arts programming, Arts for the Aging has known since 1988 what [studies](#) now show, that regular arts engagement has the therapeutic power to improve physical, cognitive, and emotional health—inspiring empathy and respect, fostering communication and belonging, and promoting social connection.

On cultural equity: We are in the early stages of fulfilling our responsibilities as a cultural organization in terms of promoting diversity, equity, inclusion, accessibility, and belonging (DEIAB) internally. A board equity committee comprised of key internal stakeholders meets quarterly to guide implementation of a comprehensive organizational assessment on cultural equity. We are actively focusing administrative and fundraising efforts to help us set up an environment welcoming to a more diverse staff and board.

This position is ideal for an individual interested in building a career in marketing and communications, and who wants to help a growing mid-size nonprofit build and cultivate new marketing and communications infrastructure, systems, and standard operating procedures. We seek a coordinator with passion for supporting Arts for the Aging’s culture of collaboration, compassion, and innovation; values of community outreach, participatory engagement, and respect; and dedication to aligning programs, practices, and communications accordingly.

POSITION OVERVIEW: The marketing and communications coordinator will report to the Program Director and collaborate with staff helping support Arts for the Aging’s communications, marketing, and messaging. The coordinator will help us build brand awareness, visibility, donations, and earned income through print and digital media optimization. This includes updating planning documents and/or tools, supporting and implementing strategy, instituting tracking methods and analyzing data, writing content, and promoting initiatives. The marketing and communications coordinator will be responsible for writing, designing, and publishing social media content, e-newsletters, and fundraising materials, with information obtained in collaboration with staff on the organization, programs, and services.

SPECIFIC RESPONSIBILITIES:

Professional Writing:

- Manage Arts for the Aging blog and social media to highlight our work and advertise opportunities
- Write and edit print and digital creative content, including website, social media posts, e-newsletters, annual report, supplementary grant materials, program and fee-for-service marketing, and events
- Support development staff in the creation of materials to demonstrate Arts for the Aging's impact to local donors and funding organizations

Graphic and Visual Design:

- Create basic graphics and visuals for deliverables, including images for website, fee-for-service marketing, e-newsletters, annual report, supplementary grant materials, social media, and invitations and support materials for programs, events, and promotions

Social Media, Earned Media, Events:

- Keeping current with programs and events, manage four social media accounts to engage audiences about the Arts for the Aging mission and activities
- Maintain social media calendar to plan future posts
- Engage with social media audience by monitoring and replying to relevant direct messages and comments
- Create and publish Facebook ads to support fundraising campaigns

Research and Marketing

- Conduct website marketing, online advertising, SEO optimization
- Conduct social media analytics and develop recommendations to determine focus and scale of online marketing efforts
- Develop institutional dashboards and measure, track, and report effectiveness of website and other communications strategies and publications, including e-communications, social media platforms and online program materials, using Google Analytics and other tools.
- Conduct research and outreach to communities and stakeholders that might benefit from Arts for the Aging's services and expertise

Administrative

- Attend and participate in staff, board, and stakeholder meetings; and training and webinars
- Update and implement communications plan and style guide with lens of cultural equity
- Maintain photo and video archive from programs and events
- Maintain or develop standard operating procedures (SOP) for position responsibilities
- Collaborate with staff to ensure needed software tools and systems are current
- Monitor relevant news coverage and maintain library of articles and research studies

Perform other job-related duties and functions if assigned

ESSENTIAL QUALIFICATIONS & SKILLS:

- Bachelor's degree or equivalent combination of education and experience in digital communications, marketing, communications, or related field.

- Ability to handle confidential data with sensitivity and integrity
- Knowledge and experience using Microsoft Office Suite, social media, SEO skills, Google Analytics, content management systems
- Excellent, clear, and concise communication skills, both written and verbal
- Comfort with change and agility to adapt to, support, and communicate through organizational growth

PREFERRED QUALIFICATIONS:

- Clear and culturally equitable visual sensibility
- Detail oriented with a dedication to accuracy
- Strong organizational and time-management skills
- Strong interpersonal, listening, cross-cultural, and relationship building skills
- Two (2) years of directly related experience in nonprofit communications or marketing
- Experience in working to meet diverse needs within a social service organization.
Experience using Adobe Design Suite, Constant Contact, Word Press

ADA SPECIFICATIONS:

Arts for the Aging operates on a hybrid telework and office schedule. The office is located in Rockville, MD, with the organization’s administrative headquarters housed in a dynamic shared office space at Nonprofit Village. The position will have occasional local/regional travel. The role is primarily sedentary, but may require the ability to occasionally lift items weighing up to 25 pounds and transport them to another location.

Arts for the Aging is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, disability or other protected class status.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

ANTICIPATED HIRE DATE: Summer 2023

APPLICATION INSTRUCTIONS:

Send your cover letter, including what makes you a good fit for this role, and your resume to info@AFTAarts.org. Attention/Subject: marketing and communications coordinator search. Incomplete applications will not be considered. No phone inquiries or snail mail applications, please.

COMPENSATION/BENEFITS:

Salary range: \$42,000 - \$47,000 commensurate with experience. Benefits: Vacation, sick/personal leave, health insurance plan, matching retirement plan (SIMPLE IRA), professional development (coaching, membership fees, education workshops), business travel reimbursement.