

Marketing and Public Relations Manager

Young Audiences/Arts for Learning (YA) is seeking a part-time (30 hours a week) **Marketing and Public Relations Manager** who will work with the Program staff to expand Young Audiences school and student reach by 25% over the next three years to impact 225,000 students annually. YA, a nonprofit organization located in Baltimore, has been bringing the arts into the lives and education of Maryland's youth for 60 years. S/he will be responsible for developing a marketing and public relations strategy and planning and implementing all marketing and public relations functions. S/he will work seamlessly as a partner to support the fundraising efforts of the Development department and the education and programmatic efforts of our Program Department. This part time position reports to the Executive Director. Pay will be commensurate with experience.

Tasks/Responsibilities include:

- Work in partnership with the Program Director, Education Director and Development Director to identify, implement and evaluate marketing/PR initiatives to advance programmatic and fundraising goals.
- Collaborate with the program team so that programmatic and marketing decisions are streamlined and complementary.
- Develop an annual marketing/PR plan, goals, annual budget and calendar.
- Manage and implement email marketing campaigns in conjunction with programming, development, and other departmental needs.
- Develop a system to annually measure the impact of marketing/PR investments.
- Coordinate the production and distribution of publications, including the bi-annual arts education resource guide, annual report, newsletters, educational and promotional event announcements, organization fact sheets, and email announcements.
- Manage YA's participation in relationship building events, such as conference presentations, showcases, exhibiting opportunities and coordinate staff and artist participation.
- Maintain a database of artist bios, program content, photos, video, press clippings and other success stories from organizational events and programs.
- Maintain and develop contact lists for press and patrons.
- Manage the marketing for special events, programs, and grant initiatives.
- Manage and implement website updates to reflect current activities of the organization.
- Oversee social networking sites such Facebook and Twitter.
- Develop and manage media relationships as well as write and disseminate news releases, media advisories and guest editorials.
- Create a customer service orientation among the program staff that leads to a systematic approach to building relationships with schools and supporting those relationships with appropriate promotional materials, technical assistance and support, including audience retention.

Qualifications:

- Undergraduate degree, preferably in public relations, marketing, communications, or journalism.

- One year to three years of experience in public relations, marketing, communications, journalism, or related area, and an understanding of not-for-profit organizations.
- Proficiency in Microsoft Office, Desktop publishing software such as InDesign, photo/graphic editing software such as Photoshop, and web design software such as FrontPage, Dreamweaver, or Contribute.
- Excellent oral and written communication skills and ability to communicate with a diverse population.

To apply: Send cover letter, resume and salary requirements to: Cara Schaefer, Young Audiences/Arts for Learning, 2601 North Howard Street, Suite 320, Baltimore, MD 21218, FAX: 410.837.7579, or EMAIL: cara@yamd.org. Please note: ideal candidates will be able to work a 6 hour day Monday-Friday.