

The Partnership, Inc.
350 Whittier Street, Suite 101
Juneau, Alaska 99801
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Communications Manager Job Description

Basic Function & Scope: Under the supervision of the Executive Director of the Partnership and in conjunction with the Communications Committee Chair, the Communications Manager has primary responsibility for crafting and disseminating public messaging about the New Juneau Arts & Culture Center (New JACC) project generally and the New JACC Capital Campaign. Messaging includes the history of the project, and current Partnership plans, fundraising, outreach, and advocacy.

Brief Description: The Communications Manager will promote widespread awareness of and support for the New JACC throughout Juneau, the state, and nationwide as appropriate. The job includes the deployment of a full array of media tools to target and engage potential supporters, inform audiences, and address detracting messages. Together with the Executive Director and Communications Chair, (a volunteer position) the Communications Manager will develop and maintain time-specific communication plans that include marketing and strategic goals and objectives, which will be periodically updated to reflect changing circumstances and the evolving needs of the New JACC project. The Communications Manager will help plan and execute public relations and fundraising events in order to increase awareness and support.

Responsibilities:

- Work with the Executive Director, Communications Chair, and Partnership Board to develop and refine essential messages regarding community need, planning, and fundraising for, and steps necessary, to build the New JACC;
- Serve as primary staff to the Communications Committee - prepare agendas and meeting minutes and involve the Committee in the development and implementation of the New JACC communications and messaging strategy;
- Develop and maintain a communications and messaging strategy that reflects the need for the New JACC, and the financial resources necessary for the success of the project
- Write and disseminate press releases and other public statements to the appropriate array of media;
- Work with the Executive Director and Communications Committee to develop and refine presentation content and format (including but not limited to audio-visual materials such as PowerPoint slideshows)
- Arrange appropriate opportunities for sharing prepared messages to community groups, business audiences, in educational contexts and elsewhere so as to maximize favorable public perception of and support for the New JACC;
- Maintain and improve the New JACC website. Regularly update new, relevant information and functional links for pertinent information, donations, signing the Statement of Support, and subscribing to New JACC Newsletters and other e-mail communications;
- Draft, finalize and send newsletter (via MailChimp) to the New JACC supporter list, staff, all committees and Partnership Board;

- Prepare and maintain, coordinating with the Capital Campaign Committee, all necessary written communications and advocacy tools for use in publicizing, generating support for, and encouraging all ranges of monetary and in-kind contributions to the New JACC Capital Campaign;
- Maintain and enhance public information New JACC kiosks in the JACC Gallery and Centennial Hall Davis Gallery including visual presentations on computer monitors with accompanying Support Statement sign-up sheets and printed New JACC advocacy and fundraising materials;
- Ensure a strong and consistent radio presence on commercial and public broadcasting stations in Juneau, with regular on-air New JACC messages from a variety of voices, and regular presence on a variety of radio shows such as *A Juneau Afternoon*, *Capital Chat*, *Action Line*, and *Problem Corner*, with the assistance of volunteers to monitor and participate in call-in shows as necessary
- Maintain current record of signed supporters in database (FileMakerPro)
- Co-ordinate the New JACC presence at JAHC events including *Wearable Art*, *Clink!* concerts and events, Summer Block Parties, other community events including Gold Rush Days and UAS Campus Kickoff Day, and other arts events at the JACC and Centennial Hall;
- Assist to plan and implement fundraising and other activities specifically in support of the New JACC such as *Motown for Our Town*, monthly summer block parties and other receptions and events;
- In the event that the New JACC project is involved in any elections subject to Alaska Statutes and regulations governing electoral advocacy for the project, directly manage the ensuing political campaign in a manner fully compliant with the law and all related rules.
- Develop and maintain our **master communications calendar including:**
 - Keeping master calendar of all potential communications events, forums and opportunities
 - Keeping track of all media buys in all media forums
 - Keeping track of all free media opportunities and making sure we fully utilize same
 - Identifying all public events/opportunities to have a New JACC presence or make a presentation
 - Working with Communications Chair & ED to identify what type of presence or presentation we will have, who will be responsible, who will speak
 - Reminders to all about all of the above

Successful applicant will have:

- Familiarity with and understanding of the history and mission of the Juneau Arts and Humanities Council in general, and specifically the New JACC project and the ability to articulate needs, challenges, and importance of the local arts agency and the New JACC capital project
- Excellent writing, editing, communications, and presentation skills, with the ability to craft and deliver compelling, articulate messages to a wide variety of audiences
- The ability to respond with little or no preparation to messaging and communication challenges
- Social media experience and the ability to use these networks to enhance the New JACC's project public image and financial support for the New JACC Capital Campaign, and to analyze social media analytics and incorporate these tools into the overall communications strategy and campaign
- Knowledge and ability to manage websites, specifically WordPress, and use internet resources to support the New JACC
- Experience planning and executing events and campaigns
- Knowledge of and ability to use FileMaker Pro
- Excellent organizational, time management, and teamwork skills, with the energy, dedication, creativity and reliability to interact with Board and Committee members, fellow staff, supporters, donors, and general public
- The ability to learn new skills and technologies, improve existing capabilities and aptitudes, and adapt to changing circumstances to achieve goals and objectives of the Partnership.