



**Job Title: Communications & Marketing Specialist**

**Reports to:** Executive Director

**Description:**

Rocky Mountain Arts Association (RMAA) and its member choruses, The Denver Gay Men's Chorus and The Denver Women's Chorus, are seeking a dynamic and creative Communications & Marketing Specialist to develop, coordinate, oversee and expand the Association's marketing, advertising and public relations efforts in the greater Denver metropolitan area. The individual will work closely with a graphic designer and internal volunteer marketing committee to develop and deliver creative, multi-faceted marketing materials and products for concerts and fundraising events. As part of the Association's two-year strategy to build capacity, the Communications & Marketing Specialist also will interface with the RMAA Development Committee to expand and promote the Association's brand and to develop communications and marketing products for attracting, recognizing and retaining patrons, donors and corporate sponsors.

**Duties:**

- Develop and deliver creative marketing products and communications strategies.
- Work with Artistic Directors to plan and deliver a complete season package of concert programming based on thematic ideas chosen by the Directors.
- Work, in a supervisory capacity, with the graphic designer and volunteer internal marketing committee to establish timetables, assign tasks, oversee workflow, and develop and deliver concert materials based on concert themes; including artwork, posters and promotional materials, e-blasts, press releases, social media content, and information for TV, radio and print media.
- Coordinate the design, production and delivery of concert program booklets.
- Serve as primary contact with the vendor for RMAA's website to ensure accurate and timely website updates.
- Develop, approve and maintain social media content for RMAA and its choruses (Facebook, Twitter, YouTube, LinkedIn, Google+, etc).
- Develop relationships with external media outlets, independent newspapers, neighborhood publications, arts and entertainment blogs, and public and commercial radio stations.
- Work with RMAA's videographer to create and deliver video products for use in concert advertising, fundraising and branding.
- Develop, support and assist the Artistic Directors and RMAA Executive Director with press releases and media interviews.
- Work with the RMAA Executive Director to foster partnership opportunities with local businesses and arts organizations in the Denver metropolitan area.
- Conduct a comprehensive market analysis to help the Association identify trends and opportunities for building audience capacity and donor support.

**Position Details:**

- Salary: \$14,000 - \$20,000
- .33 FTE
- Office hours: Flexible. Some evenings/weekends may be needed
- Contract position. No benefits package



Qualifications:

- Commitment to the Association's mission of "building community through music"
- Minimum of a bachelor's degree in marketing, business administration, communications, advertising or journalism
- 3-5 years of work experience in marketing and communications preferred
- Supervisory experience preferred
- Extensive knowledge and experience with social media
- Excellent written and verbal communication skills
- Demonstrated ability to work well with a team of volunteers
- Ability to work productively under pressure and to deliver on deadline
- Excellent organizational skills
- Demonstrated ability to work independently and/or with a minimum of supervision
- Flexible work schedule preferred

Contact: Submit letter of interest, resume, references and three work samples to:  
[michaelsattler@rmarts.org](mailto:michaelsattler@rmarts.org)

Application Deadline: October 20, 2018

*Rocky Mountain Arts Association is a 501(c)(3) tax-exempt nonprofit organization and has been in existence since 1982. Its member choruses, The Denver Gay Men's Chorus and The Denver Women's Chorus, entertain more than 26,000 audiences members each year at ticketed concert series and at a wide variety of community and educational outreach performances in the greater Denver metropolitan area. RMAA, its singers, employees and volunteers adhere strictly to Federal and State laws banning discrimination based on sex, race, age, ethnicity, sexual orientation, gender identification, gender expression, marital status, physical ability, employment status, political affiliation, religious belief, county of origin, immigration status, and veteran or economic status.*

*For more information on RMAA and its member choruses, visit: [rmarts.org](http://rmarts.org)*