

Textile Center

Job Posting

Job Title: Communications Associate
Classification: Full Time, Exempt
Schedule: Weekdays during business hours, with occasional weekend or evening events
Reports to: Executive Director

Textile Center seeks a Communications Associate with superb writing, editing, and graphic design skills, who is confident in working in a wide array of communications platforms to support an exciting visual arts community.

Specific Duties

- Assist with creation of annual communication and marketing plan and schedule, as well as corresponding annual budget
- Proactively manage expense budgets for marketing, advertising, printing, postage, mail house, etc.
- Execute and coordinate daily communications and marketing
- Events/programs: plan and execute communication and marketing for all events and programs, including textile garage sales, exhibitions, education, shop, development/membership, among others.
- Create e-blasts and evites for programs and events; manage subscriber lists
- Print materials: Oversee and produce, including annual report, education catalogues, membership materials, promotional postcards and mailers, facility signage, etc.
- Branding guidelines: Utilize, support and reinforce in all media formats
- Social media: manage Facebook, Twitter, Instagram, Pinterest, etc.
- Coordinate bi-monthly e-newsletter and list management (*Textiles on the Town*)
- Website: update design and content to keep it current
- Proactively coordinate with staff for content information, images, details, etc.
- Advertising: assist with determining design, production, placement, rates, etc.
- Represent Textile Center at community events as needed.
- Assist exhibition staff with content, format, and execution of signage and didactics.
- Serve as media point-person, create press releases, pitch media features, etc.

Additional

- Support execution of Textile Center events, including Garage Sale, etc.
- Assist with tours for Make & Take Group Experiences; update scripts as needed
- Represent Textile Center at community events as needed
- Perform other duties as required

Relationships

- This position reports to the Executive Director, and works with all members of Textile Center staff and interns. The position interacts with media contacts, and participants in Textile Center programs, building users, artists, and volunteers.

Equipment Used

- Office equipment such as computer keyboard and mouse, telephone, copier and fax machine. Digital camera.

Qualifications

- Bachelor's degree in marketing, communications, journalism, or related field required
- Minimum 3-5 years of experience working in marketing, public relations, and/or social media
- Nonprofit experience or arts organization experience preferred
- Superb writing and editing skills with demonstrated experience, a high attention to detail, and an understanding of organizational voice, tone, and manner
- Excellent organizational skills and demonstrated ability to meet deadlines
- Excellent graphic design skills, with strong demonstrated proficiency using Adobe Creative Suite, including Photoshop, InDesign, Illustrator
- Demonstrated experience with website and shopping cart management, WordPress, Click & Pledge, and Woo Commerce preferred
- Experience using customer database, Salesforce preferred
- Experience using email marketing software, Constant Contact preferred
- Demonstrated experience using social media platforms in a professional setting
- Outstanding verbal communication skills, both written and oral
- Professional, strong interpersonal skills
- Proficient with Microsoft Office applications and email, Outlook/Office365 preferred
- Flexibility, adaptability
- Ability to work collaboratively with a team, as well as independently
- Fiber arts passion and/or experience a plus
- Ability to work occasional nights/weekends as required
- Ability to sit for extended periods of time

Textile Center is an equal opportunity employer and considers all qualified applicants for employment without regard to race, color, national origin, religion, sex, sexual orientation, gender identity, disability or veteran status.

Applicants for this position must successfully pass a background screening, and/or additional skills tests as determined by management.

To Apply: Email cover letter, resume, and three professional references to Nancy Gross, Director of Administration, ngross@textilecentermn.org. Candidates selected for interviews required to submit a portfolio of writing samples and graphics work.