Central Arts Alliance
Marketing Manager

About Us

Central Arts Alliance (CAA) provides arts and culture opportunities for all through education, programming, and advocacy. CAA is governed by a Board of Directors and includes approximately 14 staff members, 100+ contractors/teaching artists, and serves over 3,000 students annually at two campus locations: Phoenix Center for the Arts in downtown Phoenix and Thunderbird Arts Center in north Phoenix, as well as online through virtual classes, and throughout the state via the Arizona Art Mobile. CAA works to eliminate barriers to arts and cultural opportunities through accessible tuition pricing and reduced-fee programming to qualified individuals. We also strive to strengthen the Phoenix arts and culture community, while providing a home to multiple community arts and culture organizations.

Position Summary

Central Arts Alliance seeks a Marketing Manager for the execution of marketing operations pertaining to programs taking place at Phoenix Center for the Arts, Thunderbird Arts Center, and any and all future locations managed by Central Arts Alliance. This includes program and event marketing, public relations, media relations, website administration and design, e-mail marketing, and social media marketing.

The Marketing Manager is also responsible for creating and implementing the marketing plan in support of the mission and fiscal goals of CAA. This position serves as a liaison between members of the media and CAA, and creates strategies to foster a positive, productive relationship with its patrons and the community at large.

Candidates with strong connections to the community that CAA serves will be given preferential consideration. Bilingual-Spanish speaking is a plus. Strong presentation skills to serve as spokesperson and community advocate are required.

Job Responsibilities

- Create, implement, and oversee the annual Marketing Plan & Budget
- Work closely with the Programming, Development, and Patron Services Departments to achieve goals
- Coordinate and execute advertising buys
- Administer website and social media updates/upgrades
- Create and distribute e-mail marketing campaigns
- Contribute to graphic and web design efforts and supervise the graphic design team
• Create and distribute press releases, and liaison with the media
• Manage community tabling events
• Manage the sale of promotional opportunities
• Manage the physical distribution of marketing materials
• Manage the purchasing and sale of Phoenix Center for the Arts merchandise

Qualifications

• The Marketing Manager must possess a full understanding of marketing and PR strategies, and have the communication skills necessary to interface with members of the media and the community.
• The Marketing Manager must also demonstrate excellent written and verbal skills to prepare and distribute marketing materials, and speak publicly on behalf of Phoenix Center for the Arts and its affiliates.
• The Marketing Manager is a creative role and thus must possess the expertise needed to produce and/or oversee website and graphic design assignments, including advertisements and promotional materials.
• The Marketing Manager should have the technical knowledge to manage websites, social media, and other digital marketing services. The Marketing Manager will provide marketing campaign analysis to the CEO for review and future planning.
• The Marketing Manager coordinates and executes promotional opportunities for resident organizations and local nonprofits.
• The Marketing Manager plans and supervises the sale of Phoenix Center for the Arts and Thunderbird Arts Center merchandise.
• Experience with Adobe Creative Suite, Microsoft Office, and Google Suite required
• Bachelor’s degree required
• Three years of professional marketing experience required

Seniority Level: Manager
Salary Range: $32,000-$35,000 (depends on experience)

Instructions to apply:

Please submit a cover letter, resume, and three professional references via email to apply@phoenixcenterforthearts.org. No phone calls or third-party solicitations, please.

Application Deadline:

June 22, 2020 at 8:00PM MST
Employment Verification:
Central Arts Alliance will conduct a screening that may include work history, academic credentials and personal references. We will also complete a background check: this includes a criminal background check and verification of past work history, etc. Employment is contingent upon successful passing of all background checks.

Equity Statement:
Central Arts Alliance understands the broader meaning of equity as: Access to the resources needed to thrive such as education, employment, healthcare, food, clean water, housing, and arts & culture.
The board, staff, instructors, and volunteers are committed to equitable practices in everything we do. Our actions to strive for more equitable practices may include, but not be limited to:
• Listening to the needs of our vastly diverse community
• Aspiring to educate those who work with us, using tools such as readings, videos, etc.
• Addressing any inequitable behavior not in alignment with our core values

Core Values:
Arts and cultural education for all ages and stages of life.
Cultural diversity.
Respect for the individual, community, and environment.
Fiscal responsibility.

Accessibility:
Central Arts Alliance is committed to making programs accessible for all participants.