

POSITION DESCRIPTION
COMMUNICATIONS & PROGRAM COORDINATOR

ABOUT ARTYARD:

ArtYard is a 501(c)3 non-profit community-based arts center in Frenchtown, NJ. ArtYard's mission is: to be an incubator for creative expression and a catalyst for collaborations that reveal the transformational power of art. Founded in 2016, ArtYard is young, vibrant and growing arts center offering Art Exhibitions, Theatre, Dance, Music and Poetry programs.

GENERAL STATEMENT OF RESPONSIBILITIES & DUTIES:

Reporting to the Managing Director, the Communications/Program Coordinator will have responsibilities that serve to as a bridge for the communications and programmatic functions of the organization. In consultation with the Directors, the coordinator will create and implement an action plan to serve the organization's communication and program goals serving two key purposes:

- 1) Organization Level: ensure that ArtYard is viewed as a primary source of arts and culture in the region as well as a key disseminator and conduit of information within this diverse network and constituent base.
- 2) Program Level: ensure that ArtYard's program offerings are strategically organized, executed and presented to the public to attract diverse participants – artists, volunteers, patrons and collaborators – with a goal of maximizing ticket sales.

Responsibilities:

Communications Planning & Coordination:

- Use the communications strategy to develop, implement, and evaluate the annual communications plan at the Organizational and Program Events levels.
- Research, identify and implement communications methods targeting discreet audiences. Measure effectiveness and provide recommendations for improvement.
- Apply strong writing skills to the creation of written communication/marketing materials
- Develop, design and distribute monthly newsletter and content for event-specific notifications
- Prepare annual production schedule to include project-specific production timelines major print and media pieces.
- Coordinate the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, website and social media presence.
- Create and maintain relationships with paid and free media outlets, including maintaining an annual calendar, working with the AY team to compile artistic and narrative elements according to specs and meet all submission deadlines.

- Coordinate content and distribution of press releases, posters and other print materials for organization and program-specific events.
- Actively maintain bulletin board and event promo materials in public spaces.

Org Calendar:

- Maintain ArtYard team calendar – ensure all key organizational dates (i.e. holidays) and program events are listed with accurate dates/times

Website:

- Work closely with Artistic Director to ensure effective website administration
- Demonstrate proficiency in managing web content, regular postings and updates
- Track and report web metrics monthly, and measure impact of special initiatives

Social Media:

- Generate and maintain a long term social media posting schedule in coordination with the programming team
- Manage existing social media accounts/pages (i.e. Facebook, Twitter, Instagram)

Database & Contact List Management:

- Review and consolidate existing lists to retain relevant mail chimp contacts; delete irrelevant contacts or lists to maximize cost efficiency.
- Manage organizational contact lists: mail chimp (including opt outs), newsletters, media lists, volunteers, etc.
- Manage event-specific registration lists (i.e. Hatch, Films, etc.)
- Coordinate and organize meetings or engagements with ArtYard's discreet audiences
- Manage contact@artyard.org and other website or social media inquiries. Prepare and update Frequently Asked Question (FAQ) with input from AY team.
- Track trends and report audience metrics

PROGRAM RESPONSIBILITIES:

Gallery & Event Coordination:

- Manage Event-Brite: monitor registrations, communicate with patrons as needed, print lists and prepare front desk for check-in
- Learn and effectively manage gallery/event sales using Square and balancing the gift shop cash box
- Assist with theatre prep for performances: installing dance floor, hanging backdrops, etc.
- Coordinate use of the AY Residency building; prepare residency agreements, assist with guest check in/out.
- Manage check-in desk for all theatre-based performances and workshops
(*Note: Possible use of strategically recruited and well trained volunteers*)

Exhibitions:

- Support the Gallery Director by gathering artist bios, preparing and updating sales lists, and coordinating use of the residency for visiting artists
- Learn about and effectively represent exhibition themes while gallery sitting or representing ArtYard to the public
- Assist with exhibition installation and de-installations
- Assist with art handling (careful (un)packing, transport, receiving or delivery)
- Assist in planning, organizing and hosting visiting group tours, gallery talks, etc.
- Assist in planning, preparing for and staffing exhibition openings
- Upload and track inventory on Artsy
- Procure exhibition & event documentation from Photographer; sort, label, archive and distribute images to Artistic Director and media outlets as needed.

Special Projects & Workshops:

- Assist with research and contacting potential collaborators
- Organize, schedule, manage registration and staff in-house workshops
- Spearhead prototype fabrication for special events (i.e. Bird Hats for Hatch)

Film: (Note – these tasks may be moved to the role of Tech/Volunteer Manager)

- Research film topics
- Maintain Film Distributor Master List
- Procure, schedule testing and return of films within required deadlines
- Staff film event check-in

QUALIFICATIONS:

ArtYard is seeking an accomplished Communications/Program Coordinator with a minimum of a Bachelor's degree or 5 years of communications and/or arts program experience. Successful candidates will have demonstrated experience with diverse constituents, ideally in a nonprofit organization. Past experience and current proficiency in website administration, social media, and database management required. The ability to take organizational and event-specific knowledge and transform it into engaging and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing and implementing communications strategies in collaboration with key AY team members
- Ability to self-organize and graciously work in supporting role with diverse Directors
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels

- Sincere commitment to work collaboratively with diverse constituent groups, including staff, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing communications & programmatic initiatives that serve the mission and program plan.
- Demonstrated ability to apply diplomacy and conflict management skill in all areas of communication. Clear ability to keep ArtYard and the organization's reputation at the forefront of all professional and social media interactions.

Required Proficiency: MS Suite (e.g. Word, Excel, PowerPoint), Mailchimp and Word Press

Preferred Skills: Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Reporting Relationships: Employee reports to the Managing Director; works closely and collaborates effectively with other Directors and team members.

Travel: This position will be based in Frenchtown, NJ but may require regional travel.

Classification: Salaried, Exempt. This position is exempt under the Fair Labor Standards Act ("FLSA"), as well as under any and all applicable state (New Jersey) and local laws, rules and regulations.

Compensation: Competitive compensation and benefits package, commensurate with education and experience.

Equal Employment Opportunity (EEO): ArtYard will ensure equality in candidate screening, hiring, supervision and promotion regardless of race, color, religion, sex (including pregnancy), national origin, disability, age, or genetic information as well as sexual orientation, gender identity, pronoun use or marital status.