

JOB POSTING

Communications & Marketing Associate

**Lower Manhattan Cultural Council
New York, NY**

Lower Manhattan Cultural Council (LMCC) is a dynamic 45-year old non-profit organization that empowers artists with networks, resources, and support, to create vibrant sustainable communities within Lower Manhattan and beyond. LMCC seeks a permanent full-time Communications & Marketing Associate to join immediately. Reporting to the Director of Communications & Marketing, this person will have primary responsibility for providing support on implementation of communications & marketing strategies for all institutional and programmatic activities.

Responsibilities Include:

- Provides support implementing and maintaining LMCC's Brand Framework and Stakeholder Communication Strategies, including related budgets, and timelines
- Manages and tracks logistics and execution of all LMCC stakeholder direct communications including, e-blast(s), targeted emails, and brochure/mailers
- Manages and tracks LMCC's social media channels including, Facebook, Twitter, Instagram, and LinkedIn
- Works with Development team to manage and track logistics for direct-mail campaigns for individual and Board donors, including the annual calendar and fiscal-year-end appeal campaigns
- Maintains LMCC.net by creating content and making updates to pages and manages website and complementary domains
- Manages relationships with artists, content partners, and promotional partners for the Institutional Advancement department and participates in intake process
- Encourages artists and partners to participate in LMCC's social media campaigns
- Develops copy for activities and artists and reviews copy for LMCC materials per brand guidelines
- Manages the logistics of promotional partnerships by providing assets and processing the requests of peer arts organizations, printers, advertisers, survey companies, e-blast providers, etc. Approves artists' or partners' use of LMCC brand assets on their materials
- Works with Events team to provide LMCC brand experience for all stakeholders pre-event, on-site and post-event
- Facilitates reception strategy and schedule, and manages the process of answering external and internal inquiries (via info@lmcc.net, LMCC main phone line, and on social media)
- Other duties as assigned.

Qualifications: Strong candidates for this position will have:

- Bachelor's Degree required in Marketing, Communications, related fields or equivalent combination of education and experience in the field.
- 2 years of marketing, communications or related fields, arts/cultural institution preferred.
- Excellent editorial capacity with a strong sense of design. Strong editing and proofreading skills and excellent attention to detail. Experience in speaking and writing about the arts.
- Ability to multi-task in a fast-paced environment, prioritize workload and meet deadlines, as well as manage details while being graceful and diplomatic.
- Strong interest and/or knowledge of the diverse artistic disciplines LMCC presents and communities we serve.
- Proficiency using Mac OS, Microsoft Office, Salesforce, Mailchimp, social media tools including Facebook, Hootsuite, Twitter, Instagram and LinkedIn. Experience in Wordpress, Photoshop is required. Experience in InDesign, Illustrator, Lightroom, a plus. Salesforce (preferred), iWave or database equivalent.

This is an ideal position for an individual with a passion for the arts and culture. The candidate must be an enthusiastic, organized, proactive, and reliable team player. The candidate must have a desire to be a supporting member of a small marketing and communications team as we work toward an exciting year for LMCC. Candidate must be an exceptional writer, a quick learner, a creative thinker, a team player, detail-oriented and deadline sensitive.

To Apply: Please e-mail your resume and a thoughtful cover letter, stating how you heard about the position and your qualifications, along with two writing samples to Sophie Lam, Director of Communications & Marketing at jobs[at]lmcc.net. If available, you may include any social media accounts you've professionally managed for social media marketing. Please title the email "Communications & Marketing Associate: YOUR NAME." No phone calls please. Only those we wish to interview will be contacted. Salary commensurate with experience. Includes an attractive benefits package.

Lower Manhattan Cultural Council is an equal opportunity employer dedicated to building a culturally diverse and equitable environment, and strongly encourages applications from people of color and women. To learn more about LMCC, visit www.LMCC.net.