



## COMMUNICATIONS & DEVELOPMENT MANAGER

### JOB DESCRIPTION

**JOB TITLE:** Communications & Development Manager

**REPORTS TO:** Director of External Affairs

**Hourly, Part-time Non-exempt, 32 hours per week**

**Summary:** This position is responsible for developing and implementing comprehensive marketing strategies to promote Youth in Arts' programs and initiatives with a clear goal of increased financial stability for the organization. This role involves creating engaging content, managing social media channels, cultivating relationships with corporate and community stakeholders, and overseeing branding efforts to enhance the nonprofit's visibility and impact. This role also supports development and fundraising efforts including grant writing, corporate partnership/sponsorship cultivation, and database management. The manager will collaborate with the Director of External Affairs to execute successful events, research and write grants, and ensure effective marketing aligned with the organization's mission and goals.

**Benefits:** Vacation & Sick Time; Holidays; Flexible work environment; Health, Vision, Dental Benefits; CalSavers Retirement Program

#### **About Youth in Arts**

For more than 50 years, Youth in Arts has existed to achieve a seemingly simple thing: to bring quality arts education to students of ALL backgrounds and abilities. But our work is about so much more. **It is about whole person development, identity, voice, discovery, imagination, and the freedom derived from access to creativity and art-making.** Youth in Arts (YIA) is an education nonprofit founded in 1970 by local arts advocates dismayed by diminishing arts resources available for California students. YIA builds visual and performing arts skills through innovative and in-depth programs that foster confidence, compassion and resilience in students. We develop capacity among educators and teaching artists through intentional support efforts, advocate for equitable access to arts education and offer opportunities for young people to share their creative voices in their communities. Through direct education in school partnerships as well as through local and national advocacy, our programs change the lives of thousands in- and around San Francisco's North Bay. YIA insists that access to a creative life is a right for all students.

## **RESPONSIBILITIES**

### **Marketing, Communications, and Story Sharing \*50%**

- In collaboration with staff, oversee creation and execution of marketing and communications plans.
- Develop and expand YIA's network and community. Work with the Dir. of External Affairs to create a plan for the website and oversee upkeep including appropriate vendors and contractors.
- Elevate YIA's brand/identity awareness and communication efforts including website, e-communication, social media, and print.
- Executes and maintains social media strategy, initiatives and platforms
- Supports website design and management
- With the Director of External Affairs, develop and oversee social media strategies.
- Grow and analyze data -driven research to help inform marketing and fundraising efforts.
- Work with the Director of External Affairs to maintain style guidelines in all materials.
- Marketing asset management of photos, videos, artwork, and digital material

### **Event - Support, Coordination, Facilitation \*20%**

- Must possess project management skills for event planning
- Event coordination - scheduling, vendor management, volunteer management.
- Work with Board Members to hold and host board-led events for expanded donor cultivation.
- Work with the Director of External Affairs to craft an evaluative process for YIA events including reporting and metrics.
- Ability and willingness to work occasional evening and weekend hours
- Secure in-kind contributions for events, programs, and facilities, including identifying and partnering with local community groups, business, and others to support event

### **Corporate Support \*15%**

- Bolster corporate sponsorships and relationships through targeted outreach
- Strategize with Director of External Affairs on messaging and outreach plan
- Assist in the development of a corporate giving program
- Strategy and activation plans for corporate engagement

### **Grant Research and Writing \*15%**

- Grant writing and reporting
- Thorough grant or fundraising research and prospecting for foundational and institutional support
- Work with leadership to identify financial needs of the organization to connect with mission-aligned funding prospects.
- Increase contributed revenue through grants from foundations, institutions and government entities.
- Maintain an ongoing grant calendar and database with current information and guidelines.
- Support in the writing of philanthropic materials, including proposals and program reports, and donor communications

## **SKILLS**

- 2 to 5 years of marketing experience with emphasis on social media and digital marketing
- Excellent verbal and written communication skills
- Successful experience managing external relationships
- Events management experience
- Experience with grants writing and management
- Familiarity with online grant database (i.e. Candid)
- Proficiency with Google Suite, CRM (i.e. HubSpot), Wordpress, Donation platform, Meta Business Suite
- Commitment to diversity, equity, inclusion, and accessibility, the role that racial inequity plays in our society, and a demonstrated ability to effectively communicate and collaborate across differences.
- Spanish fluency preferred
- Experience working in a performing arts or cultural institution is a plus.
- Job in office 3 days (minimum)

This is a 32 hour/wk (full time), hourly, non-exempt position based in San Rafael, California. Youth in Arts is an equal opportunity employer and encourages applications from all persons, especially those who bring the benefits of diversity to the organization.

**People of color, people who identify as LGBTQIA2S+, women, and persons with disabilities are encouraged to apply.**

The hourly rate for this position is starting at \$30.00 - \$35.00, depending on experience.

### How To Apply

Please email cover letter and resume,(PDF format) to [jobs@youthinarts.org](mailto:jobs@youthinarts.org)

**Subject line: Communications & Development Manager**

No calls, please.