

**TITLE: COMMUNICATIONS MANAGER
STATUS: PT, 20 HOURS PER WEEK
REPORTS TO: EXECUTIVE DIRECTOR**

About CMCA

Founded in 1952, the Center for Maine Contemporary Art is located in downtown Rockland's vibrant arts district in a state-of-the-art building designed by architect Toshiko Mori. It is the state's longest running and leading non-profit contemporary arts institution.

The mission of CMCA is to advance contemporary art in Maine through direct engagement with artists and the public, creating exceptional exhibitions and programs that communicate the transformative power of the art of our time. CMCA fulfills its mission by supporting and exhibiting the work of artists with ties to Maine; by providing engaging learning opportunities that open new possibilities for artists and the public; and by serving as an essential platform for making art an accessible and vital part of our communities.

General Job Description

The Communications Manager plays a critical and evolving role within CMCA, designing, creating, and producing for approval and distribution CMCA's external communications, such as, but not limited to: press releases, ads, mass e-mails, monthly e-newsletter, social media (Instagram and Facebook) and website graphics and content for our active slate of exhibitions and educational programming. The position responds to requests for CMCA-related images for press and publicity purposes.

Primary Relationships

The position reports to the Executive Director. The position interfaces with all CMCA staff, especially those creating arts-based programming, IT contractors, contracted designer(s), and as the media.

Responsibilities

- Serve as website administrator, including managing website development, mapping, and frequent programming updates;
- Manage the production and distribution of CMCA communications, such our monthly e-newsletter, press releases, emails, invitations, announcements, marketing and development materials;

- Generate posters and flyers for designated publicity campaigns, event promotion, etc. including creating related graphics;
- Manage CMCA's frequent social media posts and campaigns (Instagram and Facebook), lead social media strategy that is connection to our mission;
- Oversee digital advertising and other paid media efforts;
- Creative thinker and problem solver who can articulate ideas, highlight opportunities, and offer solutions;
- Be responsible for critical communications and creating and maintaining website presence for fundraising events, including auction (Artsy.net), gala and Artful Living/Studio Tour, for example.
- Other duties as assigned.

Team Member

CMCA operates with a current staff of eight and expects all employees to assist when needed in areas not necessarily associated with their individual job description. Examples include: helping with administrative duties in the absence of the Executive Administrator; assisting with special event set up and clean up; and interfacing with visitors during the busiest time of the season.

Qualifications & Schedule

Minimum of Bachelor's degree in communications, marketing, art history or a related field, with at least 1-3 years of related professional experience. Strong writing and communication skills, knowledge of websites, e-communications, social media platforms and internet culture, particularly in a nonprofit context. Experience in design/Photoshop is not required, but considered a plus.

This position operates on a flexible 20 hr/week schedule. A successful candidate must be available and willing to work weekend and evening events during peak exhibition and tourist seasons. Proficiency with MAC and Adobe Creative Suite preferred along with experience with WordPress, html and MailChimp.

Compensation & Benefits

Salary is commensurate with experience, ranging from \$19,000-21,000. Optional additional hours are available periodically, depending on schedule flexibility. CMCA is an equal opportunity employer and prohibits discrimination and harassment of any kind.

How to Apply

Submit a cover letter and resume to Executive Director Tim Peterson at tpeterson@cmcanow.org. Applications are accepted through December 15, 2021. The position is open until filled.