

Job Title: Marketing and Communications Director

Reports To: Executive Director

FLSA Status: Exempt / Full-time

Revision Date: 1/21/25

Job Summary

Serve the organizational mission of the Cultural Council of Greater Jacksonville by managing the marketing and communications strategies and functions of the Council to ensure unified, consistent and positive messaging, managing the public relations and public records request process, and providing contract management for third party contractors of administrative and operational functions.

Essential Duties & Responsibilities

- Directs and implements the organization's marketing and promotional activities
- Serves as the chief storyteller for the organization
- Analyzes target market information to identify and recommend effective marketing approaches
- Identifies new market segments that will benefit from company products
- Identifies and capitalizes on opportunities to promote and positively represent the organization through internal and external communication
- Prepares effective and strategic marketing campaigns based on market research.
- Develops and implements policies and procedures for communicating on behalf of the organization that represents the corporate identity, and promotes and supports the organizations mission
- Manages the public relations strategies of the Council
- Serve as the primary point of contact for media inquiries, building and maintaining strong relationships with journalists, reporters, and media outlets.
- Draft and distribute press releases on behalf of the Council, ensuring content is clear, concise, and aligned with the organization's voice.
- Prepare media quotes and talking points for the Executive Director, ensuring key messages are highlighted.
- Plan, coordinate, and execute press conferences, including logistics, content development, and guest coordination.
- Recommends and implements strategies and action plans to enhance the public reputation and successes of the Council
- Maintains knowledge of emerging community trends and cultural/arts efforts.
- Collaborates with the senior leadership team to develop growth plans for the organization

- Partners with the Director of Development to create effective communications with stakeholders and contributors
- Forecasts, drafts, implements, and oversees the department's operating budget
- Manage the production of the Council's annual impact report
- Manage internal and external communications efforts of the Council including website, social media and other communications methods such as video production and newsletters to promote the Council message and written communications with stakeholders
- Provide contractor management for third parties delivering operational and administrative support to for the Council
- Provide project management for special events
- Ensure Council's adherence to Florida's Sunshine Law and respond to FOIA requests
- Provide support to other functional areas of the Council and be prepared to fill-in where and when necessary

Job Requirements

- Must embrace the mission of the Cultural Council of Greater Jacksonville
- Demonstrated excellence in organizational and communication skills, both written and verbal
- Must have experience in public relations
- Must have a thorough understanding of marketing strategies and practices
- Must have intense attention to detail as well as ability to work independently
- Ability to think creatively
- Proven ability for analytical and problem solving skills
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability
- Be self-motivated, deadline driven, show a proclivity to take initiative, and exhibit "follow through" on tasks and goals
- Bachelor's degree in marketing or related field is strongly preferred; alternatively, an appropriate level of prior successful and progressive related work experience of 5-8 years
- Fluent with technology including Microsoft Office and Google Suites; Adobe; working knowledge of Canva Design Platform, or other web design software
- Preference for experience in a non-profit, government or philanthropic setting
- Knowledge of the arts/culture/humanities/government sector a plus
- Proficiency in graphic design is preferred, including the ability to create visual content for various digital and print mediums.
- Proficiency with web design is preferred, with experience with Word Press
- Display ability to be a team player and collaborate with staff

Physical Demands (Identify any physical demands of the job that an employee would be required to perform.)

While performing the essential functions of this job, the employee is regularly required to stand, walk, sit, reach with hands and arms over the head, stoop, kneel, crouch, climb, talk and hear for extended periods of time. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by the job include close, distance, and peripheral vision, depth perception and the ability to adjust focus. Employee must be able to work at a computer for extended periods of time. Employee must have good hand-eye coordination, arm, hand and finger dexterity, including ability to grasp, and visual acuity to operate equipment and read application/form information.

Salary range is \$70,000 – \$80,000 commensurate with experience.

To Apply, please send resume, cover letter and references to our search firm, Galloway Gonzalez Consulting at allison@gallowaygonzalez.com