



Job Title: Communications & Marketing Director

Reports To: Operations Director

FLSA Status: Exempt / Full-time

Revision Date: 4/6/2026

Job Summary

As the chief storyteller and brand champion for the Cultural Council of Greater Jacksonville, the Communications & Marketing Director drives the strategies, narratives, and creative content that elevate the arts and culture sector across our community. This leader oversees all communications, marketing, public relations, and media functions of the Council — ensuring a unified, compelling, and mission-aligned presence across every platform and audience.

Essential Duties & Responsibilities

- Serves as the chief storyteller and brand steward for the organization, ensuring all communications reflect a consistent, authentic, and compelling voice across every channel and audience
- Oversees all internal and external communications channels — including the website, social media platforms, email marketing, newsletters, presentations, and video content — maintaining a consistent and strategic organizational voice
- Ensure Council's adherence to Florida's Sunshine Law and respond to FOIA requests
- Develops and enforces policies and procedures for organizational communications that reinforce corporate identity and advance the Council's mission with clarity and intention
- Conceives, produces, and edits compelling graphic design and video content across platforms — from initial concept development and storyboarding through on-location or studio shooting and post-production editing — to visually advance the Council's brand, campaigns, and storytelling objectives
- Designs and executes strategic, data-informed communications and marketing campaigns that drive awareness, engagement, and support for the Council's programs and priorities
- Partners with the Director of Development to craft compelling donor and stakeholder communications that deepen relationships and inspire investment in the arts
- Leads the Council's public relations strategy, actively identifying and capitalizing on opportunities to champion the arts sector, shape the organizational narrative, and position the Council as a trusted community voice
- Serves as the primary point of contact for all media inquiries, cultivating strong, lasting relationships with journalists, reporters, and media outlets to maximize earned media opportunities
- Drafts and distributes press releases, media advisories, and statements that are clear, timely, and aligned with the Council's voice and strategic objectives

- Prepares media quotes, talking points, and briefing materials for the Executive Director, ensuring leadership is equipped to communicate with confidence and clarity
- Plans, coordinates, and executes press conferences and high-profile media events, managing all logistics, content development, and stakeholder coordination from concept through execution
- Leads crisis communications planning and response, providing swift, strategic, and measured messaging that protects and upholds the Council's reputation during sensitive situations
- Leads and implements the organization's marketing and promotional activities, including brand standards, signage, promotional materials, and branded merchandise, ensuring cohesion across all touchpoints
- Leverages deep knowledge of arts and culture funding landscapes, community trends, and the impact of local institutions and individual artists to craft timely, relevant messaging that positions the Council as a sector leader
- Develops and maintains a strategic content calendar that drives intentional, proactive storytelling across all platforms and aligns with organizational priorities, events, and campaigns
- Monitors and analyzes digital performance metrics — including website analytics, SEO/SEM, social media engagement, and email marketing KPIs — translating data into actionable insights that continuously sharpen the Council's communications strategy
- Collaborates with the senior leadership team to develop growth plans for the department in support of organizational growth plans
- Forecasts, drafts, implements, and oversees the department budget
- Manages contractor relationships and project timelines for special events and campaigns, ensuring deliverables are on brand, on budget, and on time
- Manages relationships with external vendors and agencies — including designers, photographers, printers, and advertising platforms — ensuring high-quality outputs and cost-effective use of resources
- Serves as a collaborative partner across departments, lending communications expertise to organizational initiatives and stepping in to support cross-functional needs as they arise

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 5-8 years' experience in public relations, communications and/or marketing fields.
- 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 Creative Cloud; working knowledge of Canva, or other web design software
- Experience in a non-profit, government or arts and culture setting
- Proficiency in graphic design, including the ability to create visual content for various digital and print mediums
- Proficiency with web design, with experience with WordPress
- 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

\$75,000-\$85,000 commiserate with qualifications and experience

To apply, please send resume, cover letter and references to info@culturalcouncil.org