

**LUX Center for the Arts
Communications Director
Job Description**

LUX Center for the Arts is a non-profit organization committed to providing exceptional visual arts experiences for our diverse community. We are growth-oriented and passionate about what we do.

Summary

The Communications Director works cooperatively with a small, dedicated team of arts professionals and reports directly to the Executive Director. The Communications Director is the voice for the LUX Center for the Arts brand and is responsible for marketing its programs and events to the community. Challenges to be met are strategic planning, meeting annual budget requirements, upholding brand standards and maintaining consistent communication internally and externally.

This position is supported by a 20 hour per week Digital Content Creator and 8 hour per week photographer.

Schedule

This position is a full-time (40+ hours per week), exempt position. The work week is Monday-Friday and includes First Friday evenings. Some flexibility is negotiable.

Principal Duties

50% oversee and implement the LUX communication strategy.

40% preparing print promotional materials for LUX programs.

10% outreach and collaboration with media partners.

Job Responsibilities

- Develop and implement communication strategy to effectively and consistently share the LUX's mission, engage audiences and build support for its programs.
- Manage and adhere to LUX's brand standards across all print materials and digital platforms.
- Create and strategize copy and content for all LUX print and digital communication, including website, email, and social media.
- Oversee the work of a part-time photographer and part-time digital content creator.
- Manage the design and production of all print materials, including exhibition and education brochures, promotional mailings, annual reports, membership materials, merchandise, and all supporting materials for special events and the LUX's Annual Fundraiser
- Develop multi-channel marketing campaigns to engage multiple audiences.
- Establish strong professional relationships with local and national media to maximize coverage and partnerships; create and publicize press releases; and serve as media liaison for the organization.

- Maintain up-to-date website to reflect and highlight relevant programs, exhibitions, artwork, news articles, career opportunities, staff, and board of directors.
- Track engagement and evaluate analytics across various digital platforms to guide communication strategy.
- Update social media and public online calendars with upcoming events.
- Prepare and process bulk mailings.
- Assist in managing and updating the LUX's database of members, donors, subscribers, and followers.
- Serve on board's Marketing Committee.

The description above is a non-comprehensive overview of the Communication Director duties. The responsibilities of this position evolve over time to match the needs of the LUX as an organization.

Preferred Qualifications

The successful candidate is highly organized, detail oriented, a problem solver, and is self-directed. The ideal candidate has:

- Bachelor's degree in marketing, communications, public relations, journalism, or a related field, or equivalent experience
- Understand and promote the LUX Center for the Arts mission in a sophisticated, creative, established, inclusive, and inspiring manner
- Excellent computer skills with proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, and Acrobat), Microsoft Office (Outlook, Word, Excel, PowerPoint), social media (Facebook, Instagram, Twitter), Mailchimp and other digital communication platforms
- Photography and intermediate-level video production/editing experience
- Graphic design, layout and publishing experience with a keen eye for style, accuracy and detail
- Knowledge of SEO and online analytics tools
- Excellent written and verbal communication skills; ability to build and maintain relationships with media and the public
- Creative and strategic thinker with excellent planning and organizational skills
- Ability to manage, prioritize and execute multiple projects
- Ability to respond and adapt to the fast-paced nature of social media and provide quick, informed communication
- Highly collaborative with the ability to take initiative and work independently
- Has a valid driver's license
- Able to operate camera equipment
- Flexible schedule, including occasional evenings, weekends, and special events

Compensation and Benefits:

- \$45,000 annual salary
- \$200/month stipend to pay for your own insurance
- Company match (3%) in Simple IRA plan after conditions are met
- 21 paid holidays per year
- 2 weeks of sick leave given each year
- 2 weeks of vacation time earned each year; increase over time.
- Additional benefits include flexible work schedule, telecommuting policy, infant at work policy, discounts on art, discounts on classes for self and partner/dependents, and more.

Selection

- The LUX prioritizes the inclusion of traditionally marginalized people in the leadership and staffing of the LUX.
- LUX engages regularly in conversations about how prejudices manifests in our policies, practices, relationships, exhibitions, programs, and culture and works to alleviate any harm caused by prejudice and bigotry and create an atmosphere that prevents harm from being done in the first place.
- LUX does not discriminate based on race, color, ethnicity, national origin, sex, age, pregnancy, sexual orientation, gender identity, religion, disability, financial status, or marital status in its programs, activities, and employment.

To apply for this job:

1. Compose a cover letter indicating why you are the right candidate for this job.
2. Send a current resume.
3. Send a list of three professional references with contact information.
4. Extra consideration will be given to those who research our organization.
5. **Send documents to:** Joe@luxcenter.org with "Communications Director" in the subject line.

Interviews will commence as qualified candidates apply. Applications will be accepted until the position is filled.