

THE FREIGHT

LIVE MUSIC. GLOBAL ROOTS.

TITLE:	Communications Manager
REPORTS TO:	Director of Marketing & Communications
SUPERVISES:	None
EMPLOYMENT TYPE:	1 year contract, full time, exempt
LOCATION:	Hybrid
SCHEDULE:	Flexible, generally M-F, 930AM-530PM
BENEFITS:	Medical & Dental, 403(b) Retirement Plan, FSA
SALARY:	\$65,000 (non-negotiable)

POSITION OVERVIEW

The Communications Manager is responsible for crafting and executing the venue's communications strategy, managing public relations, social media, and content creation, while enhancing the visibility and reputation of the organization. This role will be vital in cultivating a strong community presence and ensuring consistent, compelling messaging across all platforms to engage audiences, stakeholders, and media.

KEY RESPONSIBILITIES

- **Strategic Planning**
 - Collaborate with the Director of Marketing and Communications (DMC) and the Marketing Manager (MM) to create and execute integrated marketing and communications plans that align with the organization's goals and objectives
 - Develop targeted communications campaigns to increase visibility, engagement, and participation across all programs, including events, performances, workshops, classes, jams, and rental initiatives
- **Media Relations & Publicity**
 - Work with leadership to craft key messaging for major announcements and initiatives
 - Develop and maintain strong relationships with media outlets to secure coverage of events, programs, and key initiatives
 - Coordinate and schedule media interviews, photographers, media ticket comps, and event publicity efforts
- **Content Creation & Management**
 - Write, edit, and proof written organizational materials such as press releases, emails, calendars, brochures, show descriptions, etc.
 - Manage organizational content calendars and coordinate content for digital platforms, including the website, email campaigns, and social media
 - Collaborate with DMC and outside contractor in social media creation, execution, and reporting
- **Communications**
 - Oversee the creation and dissemination of organizational emails
 - Update and maintain organizational website content, including event building within the content management system

- Coordinate internal communication efforts, ensuring staff, board members, and key stakeholders are informed about ongoing projects, events, and organizational updates
- Act as the primary departmental liaison with artists and their teams
- Work with MM on establishing and developing relationships with community organizations
- Support the development of strategic communications for other departments including Philanthropy, Education, and Rentals
- **Brand Voice & Consistency**
 - Ensure consistency in messaging across all written materials, maintaining the organization's voice and tone
 - Maintain and ensure adherence to written brand standards
- **Collaboration & Team Support**
 - Work closely with the DMC and MM to ensure clear and cohesive messaging for both external and internal communications
 - Work closely with the DMC and MM to support day-to-day operations, including content creation, community outreach, and execution of marketing and communications campaigns
 - Co-manage organizational content libraries (photos, videos, and digital assets)
- **Organizational Engagement**
 - Attend and participate in all-staff and marketing meetings
 - Identify, propose, and participate in professional development opportunities
 - Cover marketing activities on-site and offsite, when needed

SKILLS, KNOWLEDGE & ABILITIES

- **Required**
 - Exceptional ability to write, edit, and proofread content for a variety of formats, including press releases, marketing materials, and digital efforts
 - Clear and concise verbal communication for interviews, meetings, and media interactions
 - Familiarity with social media platforms, email marketing tools, and website content management systems
 - High level of attention to detail in ensuring accuracy and consistency in all communications, with a keen eye for grammar, formatting, and brand voice
 - Ability to adjust priorities and tasks in response to shifting deadlines, organizational needs, or last-minute changes
 - Ability to think creatively and outside the box when developing communication strategies or addressing challenges
 - Demonstrated commitment to valuing diversity and contributing to an inclusive and learning environment
 - Ability to successfully pass a background investigation
 - Occasional overtime
- **Preferred/Desirable**
 - Experience in building and maintaining relationships with journalists, editors, and media outlets to secure coverage for events and programs
 - Basic knowledge of photography, videography, & editing tools for content creation
 - Basic knowledge of graphic design software for creating simple promotional materials like flyers, social media graphics, or banners
 - Understanding of diverse music genres, communities, and cultural contexts to ensure communications resonate with varied audiences
 - Experience in promoting live events, workshops, or performances through integrated marketing campaigns

- Familiarity with the unique challenges and opportunities of marketing and communications in the nonprofit arts or cultural sector

DISCLAIMER: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice.

EQUAL OPPORTUNITY EMPLOYER STATEMENT

The Freight is an equal opportunity employer committed to providing equal opportunity to its employees and applicants for employment without discrimination on the basis of race, religion, gender identity or expression, sexual orientation, age, disability, or any other reason unrelated to ability to perform the position. This policy applies to every aspect of employment, including but not limited to hiring, advancement, transfer, demotion, termination, compensation, benefit, training and working conditions.

TO APPLY

Please submit a cover letter and resume to Seth Macari, Director of Marketing & Communications, at seth@thefreight.org. Applicant materials will be reviewed on a rolling basis until a candidate is selected.