



Position Description: Communications Manager Austin, TX

The Texas Cultural Trust, established in 1995, is a 501c(3) non-profit organization whose mission is “to be the leading voice of the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.”

The Trust is governed by a 34-member Board of Directors comprised of industry and business leaders, arts patrons and artists from across the state who are passionate about the benefits of the arts to the state of Texas. With a team of six, the organization has built a strong group of programs that promote and support the arts. These include:

- **Art Can** conducts research and publishes data quantifying the economic and educational impact of the arts in Texas.
- **Texas Medal of Arts Awards**, for which notable Texans across a broad spectrum of arts disciplines are honored at a biennial awards show and gala (the 2021 event, which is scheduled for fall 2021, will examine the “Power of the Arts amid Covid 19”).
- The **Texas Young Masters** program, jointly with the Texas Commission on the Arts (TCA), awards scholarship grants to deserving young artists in music, theatre, dance, visual arts, literary arts, and other artistic disciplines.
- **Texas Women for the Arts**, with a mission to “awaken and nurture the artist in every Texas child,” is a statewide giving circle and membership program, with more than 240 members from across Texas. Since its inception, it has awarded over \$2.9 million to 208 arts organizations across the state, impacting more than a million Texas children.
- The **Arts Access** program examines the needs and opportunities to increase access to the arts, culture, and arts education for all Texans by providing resources, programming, and financial support, including the Trust’s **Arts and Digital Literacy** curriculum.
- **Partners in the Arts**, a growing consortium of arts organizations, artists, and arts patrons across Texas. Formerly the Institutional Partners program, has evolved into a broad membership platform for organizations and individuals.

The opportunity: The Trust is an increasingly high-profile non-profit organization supporting the arts in Texas. The Trust’s scope of work has seen considerable growth over the past three years. The new Communications Manager will have an unprecedented opportunity to impact the future of the arts in Texas. The Manager will be asked to build a comprehensive and diverse communications strategy to amplify statewide awareness and engagement around the Trust’s identity, work, and impact. The ideal candidate will have significant communications management experience, a strong commitment to the arts, strong communication skills, and the willingness to take on this challenge.

Position Summary

The **Communications Manager** is responsible for all aspects of communication around the Texas Cultural Trust’s programs, initiatives, and events. This includes overseeing public relations, social media, marketing, newsletters, collateral, website, and outreach across all platforms and implementation of day-to-day activities of all communications-related projects, including copywriting, content development, and PR and social media campaigns,

The Manager’s leadership areas will include:

- Creative communications strategies, to increase statewide awareness and positive recognition of the Trust’s mission, programs and initiatives, partners, various constituents, and team.
- Media engagement strategies, to support and deepen existing media relationships and develop new ones.
- Effective team building strategies, to coalesce various communications partners and vendors to achieve communications goals.

Relationships

The Communications Manager reports to Heidi Marquez Smith, the Trust's Executive Director.

The Manager will work with the Trust's team, the Board of Directors, partners, media, vendors, and will provide primary support to the Board's Communications Committee.

Position Priorities (to be addressed during the first four months)

- Evaluate the Trust' current communications activities, resources, and goals.
- Establish, execute, and manage a robust communications strategy around the Trust's programs, activities, constituents, and goals.
- Establish an annual organizational calendar to reflect the developed communications strategy.
- Work with the Executive Director to maximize the organization's relationships with media partners and vendors.

Responsibilities

- Create, implement, and manage a comprehensive communications strategy to achieve programmatic and organizational goals.
- Create, implement, and manage organizational calendar to include newsletter publishing dates, advertisement deadlines, social media, press releases, etc.
- Establish, negotiate, and manage partnerships and sponsor agreements with statewide media (TV and print).
- Serve as Trust's primary media contact, respond to media inquiries and coordinate media and public relations opportunities for stakeholders as necessary. (Executive Director, Board Members, Honorees, Partners etc.)
- Draft copy and develop content for a variety of platforms; website, eblasts, newsletters, press releases, podcasts, and other communications tools as necessary.
- Working with Trust team members, manage the creation and design of all collateral and marketing materials.
- Manage Trust's website with provider to ensure content is accurate and timely.
- Assist public relations vendor with developing and pitching unique story angles for traditional and online media for local and statewide editorial coverage.
- Monitor and maintain portfolio of media mentions.
- Assist in coordinating press needs for events, including media alerts, red carpet coverage, etc.
- Arrange and supervise event photographer(s).
- Draft and coordinate placement of occasional op-ed pieces and/or letters to the editor to be submitted by key stakeholders, as necessary.
- Develop press kit(s) tailored to specific programs and events, as necessary.
- Conceptualize and plan media-oriented special events to promote mission, programs, and events of the Trust.
- Keep abreast of current and emerging trends and technology in communications.
- Engender the trust and confidence of all Trust team members, partners, and volunteers.
- Provide regular communications reports to the Executive Director and Board of Directors.

Ideal Experience and Skills

- **Education**: minimum of a bachelor's degree; a graduate degree is desirable.
- **Experience**: at least five years of professional communications experience, with a solid understanding of communications strategy.
- Proven communications skills (oral, written, and presentation) are essential.
- Strong knowledge of AP writing style.
- Proven leadership skills are essential, candidates should have considerable experience managing and working with a range of media professionals and platforms.
- Skilled in Microsoft Office, WordPress, Adobe Creative Suite.
- Strong knowledge of social media platforms and analytic tools.
- Knowledge of the impact and importance of arts and culture in Texas, preferred but is not a requirement.

Ideal Personal Characteristics

- An innovative self-starter who can build and execute a creative and strategic communications plan that delivers.
- A skilled and organized manager who can effectively communicate goals, build and oversee a communications team, and anticipate and implement new methods of outreach for the Trust.
- An excellent communicator who can present and promote the Trust's goals and programs and their values across the state.
- An individual with the integrity, demeanor, experience, judgement, and commitment to the Trust's mission to be an effective and respected representative of the Texas Cultural Trust.

Compensation and Benefits

Salary commensurate with experience.

Comprehensive benefits package.

To Apply

Interested candidates should submit a resume and cover letter to info@txculturaltrust.org with the subject Communications Manager.