

ASPEN • LEADERSHIP • GROUP

DIRECTOR OF MARKETING & COMMUNICATIONS

ANDERSON RANCH ARTS CENTER

Snowmass Village, Colorado

<http://andersonranch.org>



The Aspen Leadership Group is proud to partner with Anderson Ranch Arts Center in the search for a Director of Marketing & Communications.

The Director of Marketing & Communications will plan, implement, and manage all aspects of marketing, communications, and public relations for Anderson Ranch Arts Center. The ideal candidate will have a minimum of 10 years of experience in marketing and public relations, with a strong interest or experience in the nonprofit sector, particularly in the visual arts. This position requires excellent organizational, writing, project management, and communications skills. In addition, the position requires an astute understanding of digital marketing tools and strategies, including email marketing, SEO, SEM, and social media.

The Director of Marketing & Communications will develop and execute marketing and promotional strategies that achieve the organization's goals for increasing visibility, participation, and support for the diverse programs of Anderson Ranch. This position is part of the leadership team at Anderson Ranch and reports to the Executive Director. It collaborates closely with the Artistic Directors/Program Chairs and the Development team and manages the Senior Creative Manager and Graphic Design & Marketing Assistant.

This position is responsible for establishing strategic direction in line with Anderson Ranch's long-range plan, developing media plans, and budgets, and maintaining a consistent brand presence in all forms of print and digital communication. The ideal candidate will thrive in a dynamic and fast-paced environment.

For nearly 50 years, the Anderson Ranch Arts Center has been providing opportunities for those interested in pursuing the visual arts. The Ranch's mission is to provide transformative experiences that celebrate artists, art making, creative dialogue, and community through workshops in the summer and artists' residencies in the winter. Anderson Ranch Arts Center is an international center for the creation of new work and untried art forms for leading artists of our time and offers a large public events program, attended by more than 5,000 people each year.

At Anderson Ranch Arts Center, human beings' lifelong need to develop personal creativity and to discover, learn and grow is recognized. The Ranch nurtures and inspires imaginations of all ages, encourages experimentation, intensive inquiry and creative production.

Anderson Ranch is a place like no other. Artists of all levels and ages come to the Ranch every summer for the opportunity to uncover, develop, and stretch their creative spirits. They come for the faculty of renowned artists and gifted instructors and the supportive community that encourages experimentation and growth. They come for the state-of-the-art facilities and the beautiful and rustic setting. They come for unique hands-on learning opportunities offered in numerous disciplines enriched by slide lectures, exhibitions and critiques. In short, they come because Anderson Ranch Arts Center offers the opportunity to learn, create, and become more.

REPORTING RELATIONSHIPS

The Director of Marketing & Communications reports to the Executive Director, Nancy Wilhelms.

PRIMARY RESPONSIBILITIES

The Director of Marketing & Communications will

- create the overall strategy and messaging for ongoing marketing activities, in line with organizational goals and marketing department budget;
- oversee the design, production, and distribution of all marketing materials, including print and digital communications;
- develop media plans and manage advertising placements;
- drive and manage digital marketing efforts, including SEM, SEO, email marketing, social media, and website, to support Ranch activities;
- manage public relations, including writing and dissemination of press releases, field all media inquiries, pitch and secure story placements in an effort to increase local, regional, national, and international awareness of the Ranch;
- direct and manage key vendors and marketing partners;
- develop relationships with community partners to increase brand visibility and reach;
- execute and/or oversee the documentation (photography/video) of all Ranch events and activities for marketing purposes; and
- manage the marketing department's annual budget and expenses.

KEY COLLEAGUES



Executive Director, Nancy Wilhelms, joined Anderson Ranch in August 2011. She has extensive experience in marketing and communications, having run her own marketing and PR firm for many years. Nancy is a fine arts graduate of the University of Colorado – Boulder and attended Rhode Island School of Design. She has lived in the Roaring Fork Valley since 2007 and is an accredited member (APR) of the Public Relations Society of America.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Marketing & Communications will have

- experience driving results through PR and marketing activities, employing creative and strategic thinking to solve problems, and be an effective team player;
- strong combination of analytical and creative skills, with a passion for technology and the drive to innovate and find efficiencies;
- outstanding written and verbal communications skills and extensive experience in both writing and copyediting (press releases, blog posts, web content, eblasts, social media, and marketing materials);
- professional demeanor with ability to clearly articulate ideas and communicate effectively with all audiences (including Artistic Directors, Studio Coordinators, administrative staff, Board of Trustees, donors, guest faculty, and speakers) to implement projects;
- excellent organizational, planning, and project management skills;
- ability to effectively multitask and manage a broad spectrum of responsibilities;
- keen attention to detail and desire for excellence;
- impeccable proofreading skills;
- fluency in digital and social media strategy and tactics;
- proven ability to engage and grow audiences online;
- thorough knowledge of Adobe Creative Suite (InDesign, Photoshop, Lightroom, Premiere, AfterEffects), Microsoft Office, social media (Facebook, Twitter, Instagram, YouTube, Vimeo) and web development;
- experience with HTML and sophisticated Content Management System (CMS) and database/query management;
- experience managing photo shoots/photographers and video shoots/video editing;
- highly developed organizational skills and ability to work well under pressure to meet tight deadlines while maintaining calm, coordinated work environment;
- strong design sense and strong desire to be creative;
- fantastic interpersonal skills and the ability to build strong working relationships;
- impeccable project management skills with the ability to be a strong self-starter;
- ability to work independently and in teams; and
- passion for the arts (a must!).

A bachelor's degree and at least 10 years of experience in marketing and public relations, preferably with a nonprofit organization in the visual arts, is required for this position. Master's degree and management experience are preferred.

SALARY & BENEFITS

Anderson Ranch Arts Center offers an excellent and competitive benefits and compensation package including individual health insurance coverage, HSA funding, optional dental and vision plan, retirement plan with year-end discretionary match, paid vacation, holidays, and sick leave

LOCATION

This position is located in the mountain resort community of Snowmass Village, Colorado, ten miles from Aspen. The Anderson Ranch Arts Center's campus is comprised of 14 buildings on a 4.5 acre campus. The 55,000 square feet of facilities includes 8 studio buildings, a lecture hall, café, administrative office spaces, two galleries, and an 18-room dormitory (30 student capacity). Some of the Ranch's structures are renovated log cabins and barns, which are believed to be the oldest in the area. These buildings sit alongside contemporary studio buildings that create a unique, comfortable, and relaxed atmosphere.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please review them for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Michael Vann: michaelvann@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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