

TENNESSEE ARTS COMMISSION

Director of Communications and Marketing

Position Description The Tennessee Arts Commission seeks a full-time Director of Communications and Marketing (Executive Administrative Assistant 3). Under the supervision of the Commission Executive Director, this position develops agency-wide communications, branding and integrated marketing and promotions of the specialty license plate program. See tnartscommission.org for information about the agency.

Responsibilities

- 1. Communications.** Manage state agency communications and public information resulting in maintaining a cohesive, transparent, reputable voice and tone that reflects the agency's mission. Key products include 3-5 weekly posts for the agency blog, agency social media accounts; weekly newsletter; e-blasts to variety of audiences; news releases; presentations for Executive Director; daily media monitoring; responses to public information inquiries; maintain and build audience databases; manage media request and event-related communications.
- 2. Branding and Integrated Marketing.** Oversee, develop and manage the agency brand resulting in maintaining a relevant, consistent and aesthetic look and feel that reflects the agency mission. Key products include managing, creating content and overseeing updates and improvements for five agency websites; training staff on website's Content Management System and approving all staff content for websites; developing agency collateral (copywriting, graphic design or vendor supervision) for a variety of agency programs in collaboration with arts program directors; maintain and update agency brand toolkit; oversee video production and distribution as needed.
- 3. Marketing and Development of Specialty License Plate Program.** Develop and manage the Specialty License Plate marketing to continue building public awareness, encourage promotion by grantees and others, and grow sales. Key products include marketing projects, promotional toolkits for grantees, collaborations with the Tennessee Department of Revenue and other specialty plate beneficiary agencies or organizations.
- 4. Public Information Officer.** Serve as a primary point of contact for media inquiries and public records requests.
- 5.** Represents the Commission at local, state, regional, and national meetings when requested.

6. Acts creatively as part of the Commission team to identify and implement strategies to cultivate the arts for the benefit of all Tennesseans and their communities

7. Serves as a resource for management and staff, providing professional communications, marketing and branding guidance when requested

8. Prepares records and reports

Knowledge, Skills, and Competencies Required

- A Bachelor's Degree and three years' professional experience in communications and marketing or related field is required.
 - In-depth experience with WordPress, Adobe Creative Suite including InDesign, Photoshop and Illustrator or other graphic design software
 - Knowledge of various social media platforms.
 - Demonstrated ability to work independently, manage multiple priorities and collaborative initiatives, and carry projects through to successful completion.
 - Highly organized and detail oriented required.
 - Exceptional oral and written communication skills. Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
 - Licensed to operate a motor vehicle and available for travel.
- Knowledge and ability to utilize office equipment and computer software including Microsoft Office.

Knowledge, Skills, and Competencies Desired

- A background in the arts is desired.
- Experience with videography and video editing desired.
- Experience in managing online databases desired.
- Situational Adaptability desired: Adaptable approach and demeanor in real time to match the shifting demands of different situations. Flexible and adaptable; changes behavior easily. Selects best approach for the situation. Picks up on situational cues and adjusts accordingly.

Other

Salary based on experience. *Salary \$6,544-\$8,454/month.*

Works in non-smoking state office in downtown Nashville but currently offers Alternative Work Solutions (work from home 3 days a week and in downtown office 2 days a week and as requested) Some travel will be required.

To Apply: <https://www.tn.gov/careers/apply-here.html>. Search of **Job ID 79020:**
Director of Communications & Marketing

Application Submission Must Include: Cover letter, resume, one-page writing sample, and graphic design sample. Additional portfolio samples may be requested.

Pursuant to the State of Tennessee's Workplace Discrimination and Harassment policy, the State is firmly committed to the principle of fair and equal employment opportunities for its citizens and strives to protect the rights and opportunities of all people to seek, obtain, and hold employment without being subjected to illegal discrimination and harassment in the workplace. It is the State's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (40 and over), sex, pregnancy, religion, creed, disability, veteran's status or any other category protected by state and/or federal civil rights laws.