



FirstWorks Communications Manager

FirstWorks is a Providence, Rhode Island-based non-profit arts organization dedicated to enhancing the cultural, educational, and economic vitality of our community by engaging audiences with world-class performing arts and education programs. FirstWorks produces public performances, whether with iconic guest artists or world-class local ensembles, that are framed with extensive community interaction and provide pathways to opportunities for thousands of students in Rhode Island. We are the founding partner of the City's signature festival, PVDfest.

The Communications Manager (CM) has overall responsibility for managing strategic external communications to enhance FirstWorks' reputation and highlight the stories of artists, students, and community that drive revenue. Working with the FirstWorks leadership team, Marketing Manager and Development Director, the CM will be responsible for communication strategies across a broad range of public relations activities and digital campaigns that strengthen the strategic direction and positioning of the organization.

Reporting to the Executive Artistic Director, this is a 12-month contract position with opportunity for renewal.

Primary Duties & Responsibilities:

- Develop, implement, and evaluate a communications plan across FirstWorks programs, for partners, donors, and audiences, with a focus on engaging new communities and relationships to drive revenue
- Steer and develop communications and public relations messages to consistently articulate FirstWorks mission and brand
- Track metrics and evaluation ROI for brand, engagement, and sales goals
- Steward and cultivate community partnerships, media relations, and cross-promotions
- Implement targeted marketing initiatives including print, digital, social media
- Research, compile and analyze data on competitors and trends, generate regular reports on FirstWorks analytics and strategy effectiveness
- Work with Marketing Manager and additional marketing contractors, effectively delegate tasks and oversee execution, clearly communicate expectations and goals, participate in regular team meetings, and provide regular feedback
- Solicit sponsorships, and outreach to community groups, affinity organizations and local influencers
- Work with Development Director to implement new donor engagement
- Prepare regular reports, and participate in Board of Directors meetings as needed
- Represent FirstWorks at events and within the community as needed
- Support fiscal tracking of overall Marketing Budget
- Additional responsibilities, as needed



Desired skills/experience:

- Relevant experience in developing marketing and communications strategies
- Experience working with cultural nonprofits and knowledge of arts and arts marketing best practices preferred
- Proficient knowledge of social media platforms
- Relationship builder with the ability to represent the organization in conversations with sponsors, media partners and community leaders
- Excellent writing/editing and verbal communications skills
- Excellent organizational abilities with keen attention to detail
- Track record of overseeing, prioritizing, and executing multiple deadlines
- Ability to generate enthusiasm for the organization, elicit cooperation, and get information over the phone, via email, and in person.
- Ability to understand presented projects and craft talking points as needed
- Ability to work independently and as part of a team
- Facile knowledge/user of software applications (i.e., Microsoft 365, Adobe, InDesign, DropBox), familiarity with Salesforce/Patron Manager, and Asana a plus
- Commitment to FirstWorks mission and values

Anticipated Salary: \$50,000 full-time preferred, $\frac{3}{4}$ time considered for the right candidate. Position open until filled.

Please submit cover letter, resume, three references and a writing sample to admin@firstworks.org

No additional benefits are provided. This role is a 12-month contract position. Opportunity at renewal to discuss transition to a staff position with access to health and dental insurance, and PTO.

FirstWorks is a fully vaccinated workplace, currently operating in-office and virtually. Employment is contingent upon proof of full vaccination against COVID-19.

FirstWorks is an Equal Opportunity Employer. We are committed to a diverse workplace. Women, gender nonconforming, persons of color, and persons with disabilities are encouraged to apply.