

CHERRYARTS

COLORADO ART EVENTS & EDUCATION



Marketing Manager Job Description

ABOUT US: CherryArts is a thriving nonprofit arts organization committed to the mission of providing access to art experiences and supporting arts education in Colorado. Through signature events and growing education programs, CherryArts leverages visual art to connect artists, patrons and community members of all ages and backgrounds.

CherryArts' founding purpose was the production of the Cherry Creek Arts Festival (CCAF), a pillar of Colorado's arts and culture scene since 1991. For three days during the July 4th holiday weekend, CCAF transforms Denver streets into a renowned outdoor fine arts gallery, bringing together hundreds of juried artists, community partners, corporate sponsors and 325,000 patrons of all ages and backgrounds. CCAF continues to evolve as CherryArts' signature event and is consistently ranked among the top 25 arts festivals nationwide. Its ongoing success has enabled CherryArts to launch additional art events and design and implement innovative education programs serving thousands of youth each year. The organization has progressively implemented and expanded year-round arts education programming since 1998. These programs are designed to nurture future generations of arts supporters and expose young minds to the many social and individual benefits of experiencing and creating art.

CherryArts also launched its sister festival in 2015 – the Stanley Arts Festival, an event bordering Stapleton and Aurora. This newly established festival responds to the need for high-quality art experiences in Aurora, bringing together artists and community members in an adaptive reuse aviation facility, the Stanley Marketplace, now home to 50+ independently owned Colorado businesses.

JOB PURPOSE: We are looking for a marketing professional with experience in the arts and/or large event production to manage a marketing program that will build visibility of CherryArts and help propel the organization forward. The Marketing Manager is responsible for (but responsibilities are not limited to): defining and delivering the brand of CherryArts to a broad audience, while using innovative approaches to reach new audiences, all with art as the centerpiece. The ideal candidate will have a passion for and extensive knowledge of marketing and communications, strong written and verbal communication skills and event management experience. This position reports to the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Create and implement marketing and PR campaigns
- Manage development of on-brand design solutions for all communications
- Ability to personify the mission and voice of CherryArts through all social media engagement across all digital platforms

Media & PR management
Community relations, outreach to local business and residential community liaison
Management and production of large-scale events
Creation and implementation of promotional campaigns and revenue generating efforts
Budget management encompassing marketing activities in all departments
On-site media management
On-site social media management and implementation
Experience with, and ability to convey, key CherryArts messaging on multiple platforms, serving as a key spokesperson
Ability to assist with additional miscellaneous projects and activities with other departments in a small nonprofit environment as needed

REQUIREMENTS AND EXPECTATIONS:

Bachelor's degree in Marketing, Communications, Public Relations, or related field
Experience leading and managing a marketing project or initiative
Experience producing large-scale events, including media management
Superior verbal, written and presentation communication skills
Keen sense of self-motivation
Ability to operate with flexibility
Solid organizational skills and ability to multi-task
Ability to work well both individually and within a team setting
Positive, enthusiastic and hard-working attitude
Willingness to continually learn and hone your craft
Proven experience and ability to balance competing priorities across multiple disciplines, departments and stakeholders
High standard of integrity and professionalism
Attention to detail
Willingness and ability to work extended hours including nights and weekends as necessary
Exposure and knowledge of patron data analytics in a CRM environment

EQUAL EMPLOYMENT OPPORTUNITY: CherryArts provides equal employment opportunities without regard to race, creed, age, color, religion, national origin, ancestry, citizenship status, gender, gender expression, marital status, sexual orientation, veteran status, disability, or any other protected status under federal, state and/or local law. All employees are expected to actively support these principles and objectives in our work environment and with others with whom we come into contact.

SALARY: Commensurate With Experience

TO APPLY: Please send your cover letter, resume, references and three writing samples to Tara Brickell tarabrickell@cherryarts.org along with your salary requirements. This is a full-time position that starts as soon as we find the right person. Thank you for your interest in CherryArts!