

ASHEVILLE ART MUSEUM

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PO Box 1717 | Asheville, NC 28802-1717

Communications & Development Associate

Updated 6/2021

Organization

The Asheville Art Museum, established in 1948 by artists, engages, enlightens, and inspires individuals and enriches community through dynamic experiences developed for all ages that interpret its Collection and exhibitions of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina region, as well as visitors from around the country and the world.

Position Description

The **Communications & Development Associate** is an integral member of the External Affairs team, working on the planning and implementation of the Museum's public relations, marketing campaigns, and internal/external communications in all media—including but not limited to print, electronic, and social media—presenting consistent and effective institutional messaging. The position develops and implements opportunities to tell the Museum's stories to attract significant numbers of visitors annually, to heighten awareness of the Museum regionally and nationally, and to secure funds for general operations and programming.

This position reports to the Director of External Affairs and works in close collaboration with all staff as well as interns, volunteers, and consultants.

Primary Responsibilities/Essential Functions

- With the Communications Manager, implement public relations, communications, advertising campaigns, promotions, sales techniques, and other strategies to expand public access, to develop new and diverse audiences such as families and young adults, and to multiply messaging opportunities using a variety of integrated digital content such as social media (e.g. Facebook, Instagram, Twitter, YouTube), blogs, video, newsletters, email communications, and other digitally based communications tools (e.g. Google Arts & Culture, Google My Business, event calendars).
- Collaborate with the Communications Manager to develop a digital and social media plan, and design, create, and schedule social media and blog content in support of all Museum departments.
- Update other digital spaces including the Museum's website to expand the reach of these platforms.
- Design signage, ephemera, and other graphic materials as needed for Museum departments.
- Follow the Asheville Art Museum Editorial Style Guide including writing and graphics standards for tone, voice, and style. Edit written text and other materials submitted by Museum staff to adhere to the style guide.

- Conceive, draft, and implement biannual Annual Fund drive. Maintain and enter Annual Fund gifts into donor database. Analyze trends. Draft and send written donor correspondence including letters, updates, newsletters, and telephone communications to properly steward donors and Members.
- Work with Membership & Development Task Force committee in reporting, acknowledgement, and donor recognition.
- Process, record, and write acknowledgement for other donations and gifts to the Museum.
- With Membership & Museum Events Manager, keep membership database up to date including adding new memberships, updating existing Member records, and tracking Member attendance. Process membership cards and acknowledgement letters for new and renewed memberships. Develop and process Member renewal reminders.
- Interact with tourism and hospitality partners. Assist with developing cross-promotional collaborations.
- Work closely with the Membership & Museum Events Manager and volunteers to develop and plan Membership incentives, outreach, and programs and Museum Fundraising Events.
- Plan and maintain budgets for communications and fundraising initiatives, tracking income and expenses.
- Interact with the arts community and civic bodies as an advocate for the arts and the Museum.
- Other duties as assigned.

Special Requirements & Compensation

This year round, full-time position with full benefits may at times require a flexible schedule to accommodate programs, events, and after-hours work including weekend and evening hours. Annual compensation includes a salary range of \$35,000 and \$38,000 depending on experience, plus paid time off, health insurance, and retirement benefits after required probationary period. The incumbent should have a valid driver's license be able to lift items up to 30 pounds, handle tools or controls, use close vision, and travel periodically for meetings or Museum business.

Education & Experience

The ideal candidate will have an undergraduate degree, academic training, and work experience in public relations, marketing, development/fundraising, and communications; 3+ years' combined experience in related field; excellent writing, editing, and storytelling skills; excellent verbal communication and interpersonal skills including public speaking; the ability to maintain the highest standards of professional ethics and integrity; and excellent computer, graphic design, editorial, marketing, and social media skills. Proficiency in design software (Adobe Creative Suite, Canva), content management systems (Sprout Social, WordPress, Trello), client management systems/donor databases, and photography/videography is highly desirable. Knowledge of museum operations, the arts industry, and/or nonprofit/arts management is a plus. This position must be flexible and able to work independently, collaboratively, and effectively in a fast-paced, creative environment.

To apply, please send resume, cover letter, three references and two relevant writing samples to mailbox@ashevilleart.org with "Communications & Development Associate" in the subject line.

Duties, responsibilities, and activities may change at any time with or without notice.

Equal Employment Opportunity

The Asheville Art Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Diversity, Equity, Access, and Inclusion

The Asheville Art Museum's vision is to transform lives through art, and we welcome all visitors without discrimination. The Museum acknowledges that it is situated upon the ancient, southern Appalachian ancestral homeland of the Cherokee Tribe and that this region is still the home of the Eastern Band of Cherokee Indians today. The Asheville Art Museum is committed to being an active leader against racism. We uphold anti-oppressive and equitable practices, while striving to create opportunities for education and action to build a stronger community. The Asheville Art Museum is dedicated to advancing diversity, equity, access, and inclusion—now and in the future. The Museum is moving with awareness and commitment, through assessment, training and engagement, to implementation and accountability.