

Job Description:

Title: Communications Director
Reports To: Director of Business Advancement
Status: Exempt, Full Time (40 hours/week)
Salary range: \$40,000-\$50,000/year

To Apply:

Send cover letter & resume to Marissa Reynolds, HR Coordinator, info@KeshetArts.org
This position will remain open until filled.

About Keshet:

Mission: Rooted in dance, mentorship, and a welcoming space for the arts, Keshet activates community and fosters unlimited possibilities through education, engagement, innovation, and the pursuit of justice.

Vision: To celebrate the art of dance and be a welcoming home for the intersection of the arts, artists, and audience; actuating a flourishing environment for empowered individuals, nurtured communities, and sustained equity.

Housed at the Keshet Center for the Arts in Albuquerque, New Mexico, and founded in 1996, the heart of our organization is Keshet Dance Company, a core group of professional dance artists, who creatively feed and are fed by four intersecting areas of community impact: Social Justice through Dance, the Business of Art, Community Dance Education, and Contemporary Dance Performance

Keshet is committed to building a staff that reflects the diversity of our communities. Working towards the goal of a diverse team, Keshet is additionally committed to investing in the leadership of formerly incarcerated and systems-impacted people. People who identify as Black, Brown, Indigenous, POC, women, queer, trans, and formerly incarcerated or systems-impacted are encouraged to apply.

Position Overview:

The Communications Director will advance Keshet's mission and support Keshet's programming by leading Keshet's Marketing/Communications program, developing new audiences, cultivating supportive community relationships, ensuring effective use of communications data, and implementing online and multi-media marketing, and strategic advertisements and print materials. This position includes managing key relationships with community partners, stakeholders, patrons, and staff to accomplish goals. It requires a high level of collaboration and integration with Keshet's work, management of administration and logistics, and the ability to provide excellent customer service.

Responsibilities include:

- Lead the creation and implementation of communications plans, strategies, and systems to reach communications goals in support of growing programming, working closely with the Director of Business Advancement, Director of Programming, and Artistic Director
- Develop communications data management systems to track progress toward goals and support new audience development
- Work with Keshet Leadership Team to develop annual budget needs and ensure accurate use of budget allocation each fiscal year
- Supervise Communications Coordinator role, overseeing and setting strategic vision for their work
- Maintain quality control, excellence, and professionalism in Keshet's brand, developing, implementing, and overseeing structures for brand management and overseeing balanced messaging between Keshet's multiple program areas
- Oversee and/or execute the production and dissemination of a wide variety of marketing, communications, and advocacy/awareness materials and information (this includes writing, producing, and distributing content across multiple media platforms, to various target constituencies) to support organizational, fundraising, and program goals
- Develop and manage media strategy and relationships, including advertising, press releases, and other methods to raise Keshet's visibility in community
- Collaborate closely with the Advancement team, supporting creation of fundraising campaigns across multiple platforms
- Represent Keshet as a leader in community partnerships
- Collaborate with staff on the management and planning of community events

Required Qualifications:

- Bachelor's Degree in Business Administration, Communications or related field and/or 5+ years of communications and/or fundraising experience
- Excellent interpersonal and group communication skills
- Experience working collaboratively and developing relationships
- Strong leadership/management skills
- Strong written and verbal communication skills
- Excellent organizational abilities
- Ability to manage multiple schedules and activities simultaneously
- Ability to thrive and maintain goals and deadlines in a dynamic, fluid, team environment
- Working knowledge of information systems, database management, computers, and word processing

Preferred Qualifications:

- Background or experience working in the fields of dance, the arts, and/or social justice
- Knowledge of the Albuquerque media and/or fundraising community or experience connecting with new communities

This position will be in-person, based in Albuquerque, NM