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[ARTSPACE.ORG](https://www.artspace.org)

Organizational Overview

Artspace's mission is to create, foster, and preserve affordable and sustainable space for artists and arts organization. We have worked with more than 300 communities to plan for and in some cases implement place-based strategies that integrate the arts with complementary public agendas, including economic and community development, historic and cultural preservation, transit-oriented development, and social justice. From these experiences, we have developed a sustainable, equitable model of arts-driven change that has helped inform and influence the growing international movement of creative placemaking. Artspace currently has a portfolio of 50+ projects providing affordable housing to over 2,000 artists and their families, and affordable space for more than 650 artist studios, small businesses, and creative enterprises across the country. Artspace also owns and operates two unique commercial venues in Minneapolis that require communications and marketing support from our main office: [The Cowles Center for Dance and the Performing Arts](#), and the [Northrup King Building](#).

Job description

Job Title: Communications Manager

Reports To: Vice President, Communications and Community Engagement

Classification: Full-time, Exempt / This position is a hybrid position due to COVID-19, applicants can expect to work 3-days in office and 2-days remote temporarily.

Position Summary: Artspace is seeking a highly motivated individual to join the Artspace Communications team in Minneapolis. The Communications manager is responsible for filling the gap of key communications initiatives at Artspace headquarters, as well as advancing venue centric marketing and messaging across platforms for The Cowles Center and the Northrup King Building.

RESPONSIBILITIES INCLUDE, but are not limited to:

Primary Responsibilities

- **Copy writing and copyediting** (Artspace / Cowles / NKB)
 - Support all team members throughout Artspace, Cowles, and NKB through copywriting and copyediting for various tasks
- **Brand/Voice Strategy and Growth**
 - Support Vice President, Communications and Community Engagement in developing, revising, and pursuing long-range communications/marketing strategies
 - Revise institutional communications and marketing materials, as directed, to suit growth and evolution of external brand messaging
- **Digital marketing and social media planning and execution**
 - Digital newsletter generation for the Cowles (weekly) and NKB (monthly and bi-monthly) and Artspace (monthly)
 - Manage and promote the Artspace brand via Twitter, Instagram, Facebook, and LinkedIn
 - Oversee ads purchased on social media for Artspace
 - Propose creative strategies in collaboration with the Vice President of Communications, and relevant department and project partners
 - Communicate Artspace news, events, programs, and leasing opportunities on the appropriate social media platform, in a timely manner
 - Website management for the Northrup King Building Website, as well as secondary support for the Cowles and Artspace website.
- **Marketing Materials Direction & Production** (Artspace / Cowles)
 - Serve as project lead on the planning and implementation of Cowles program wraps, inserts, and brochures (gather content and edits for all departments)
 - Coordinate with communications team and external project partners to ensure appropriate all marketing materials meet requirements as outlined by project funding and partnerships
 - Manage design needs with internal and external designers for projects such as lease-up campaigns, Cowles season

- announcement and marketing, and others within budget
 - Provide copy to designers ahead of design timeline, and provide additional copyediting as needed throughout the editing process
 - When working with external designers, deliver design proofs to relevant team members for review
 - Manage print & mailing production
 - Serve as project coordinator for the Artspace Annual Report Production
- **Website management** (Artspace / Cowles / NKB)
 - Manage and/or support website initiatives, including copyediting, page creation, managing uploads, and other maintenance tasks
- **PR & Earned Media**
 - Lead PR (press and earned media) initiatives at The Cowles Center
 - Support Vice President, Communications and Community Engagement in PR initiatives at Artspace as needed
 - Manage media monitoring software to aggregate Artspace media mentions and identify journalists to provide with press releases,
- **Event Support** (Artspace / Cowles / NKB)
 - Provide email support through Mailchimp, as needed, for organizational events
 - Oversee event marketing and program copy with event partners
 - (Artspace only) Capture Day-of event happenings through Artspace's social media
 - Provide on-the-ground support during the event
- **Program Support** (Artspace)
 - Create social media campaigns to promote participation in and general awareness of Artspace's various programs, including Artspace Immersion and the Rafala Green Fellowship.
 - Support program teams & leaders in ensuring Artspace's website and related webpages are aligned with program needs
 - Copyedit and/or oversee program material production, as needed

Required Skills/Qualifications:

- Experience using Adobe Creative Cloud (Acrobat, InDesign, Photoshop, Illustrator)
- Proficient in Microsoft Office (Excel, Outlook, PowerPoint, Word)
- Experience using email marketing platforms (Mailchimp, Constant Contact)
- Experience with CMS web platforms (Squarespace, Drupal, Webflow)
- Past experience with PR, knowledge of Twin Cities-based arts writers a plus
- Strong attention to detail
- Strong project management skills and copyediting skills
- Exceptional interpersonal communications skills
- Ability to plan and organize work and manage multiple and sometimes conflicting priorities
- Ability to identify, evaluate, investigate, and offer alternative solutions to problems
- 2+ years of previous experience communications, digital marketing, or related field a plus
- Experience working for a nonprofit, event planning skills and photography skills a plus

City: Minneapolis, MN
 Salary: \$48,000-\$56,000

To apply: Please send a resume and cover letter to Connor Robinson at connor.robinson@artspace.org. Subject line: Artspace Communications Manager.