



di Rosa

**di Rosa Center for Contemporary Art**

**POSITION TITLE:** Marketing and Communications Manager

**REPORTS TO:** Executive Director

**CLASSIFICATION:** Full-time, Exempt

**SUMMARY:**

The Marketing and Communications Manager is responsible for expanding di Rosa’s visibility and engagement with the public—locally, regionally, and nationally—through strategic communications, media outreach, and audience-building efforts. The position reports to the Executive Director and serves as a member of the senior management team. The position works collaboratively with Development, Education, Curatorial, and Visitor Services staff to enhance public awareness of di Rosa and its mission through integrated messaging and brand identity.

About di Rosa: di Rosa Center for Contemporary Art is a catalyst for transformative experiences with contemporary art of Northern California. The nonprofit art center presents dynamic exhibitions and educational programs for all ages and houses a significant collection of contemporary Bay Area art. A wide range of styles, media, and subject matter provide an overview of the creative energy and freedom to experiment that characterize this region of California. The di Rosa campus features galleries, a sculpture park, a 35-acre lake, and a wildlife preserve, all located on 217 scenic acres in Napa Valley’s famed Carneros region. For more information, visit [dirosaart.org](http://dirosaart.org).

**KEY RESPONSIBILITIES:**

- Enhance di Rosa’s public profile in the local community, greater Bay Area, and nationally
- Ensure articulation of the Organization’s identity and consistent communication of brand identity, mission and values both internally and externally
- Actively promote di Rosa’s collection, exhibitions, and programs to a wide range of audiences to maximize attendance and engagement
- Serve as the media liaison: lead all media relations, from editorial coverage to ad placement, and cultivate relationships with community partners to reach target audiences
- Manage the design, appearance, production and distribution of all print and electronic materials to ensure consistency with the Organization’s brand
- Serve as a member of di Rosa’s senior management team to identify and provide guidance on pressing issues in order to accomplish the organization’s overarching strategic and operational priorities
- Build professional relationships with community and marketing partners
- Develop and produce annual marketing and communications plan, budget, and schedule with strategies to advance di Rosa’s mission and expand its audience

**Media Relations**

- Write and disseminate press releases and publicity materials to a multitude of media outlets
- Manage all media inquiries, photography requests, and interviews with staff

- Maintain information submissions for inclusion in public listings
- Promote events and educational programs to media and community; oversee calendar submissions to a variety of publications
- Conduct tours of site as appropriate for media representatives and marketing groups
- Determine ad buys in relation to marketing plan and budget and strategize placement in a variety of channels, online and print; facilitate ad design, payment negotiations and contracts
- Manage contracted public relations consultants and interns, providing expertise, guidance, and clear objectives to achieve institutional goals
- Supervise photo and film shoots by media outlets in collaboration with Visitor Services, Curatorial, and Facilities staff

### **Communications**

- Direct all communications—internal and external, digital and print—to enforce editorial standards, institutional professionalism, consistency, and adherence to brand
- Generate, manage, maintain and monitor online content and social media; ensure new and consistent information is posted regularly
- Maintain di Rosa’s website; craft and publish content on an ongoing basis
- Manage the development, distribution and maintenance of all print and electronic collateral including:
  - e-Newsletter and digital announcements
  - Postcards/flyers/brochures/invitations for exhibitions, public programs, and fundraising events
  - Institutional brochures and rack cards
  - Institutional collateral/business system
- Provide production management on marketing-specific projects with contracted photographers, designers, programmers, and printers
- Support the development of new wayfinding and other visitor-centered communications
- On behalf of the Executive Director and senior staff, shape internal and external communications including those concerning public policy, collection care and rotation, and subject matter of exhibitions
- Develop strategies to increase awareness of di Rosa activities, including tours and educational programs
- Work in partnership with the Development and Education/Civic Engagement departments to represent di Rosa with a broad array of constituents and promotional partners

### **Qualifications:**

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Excellent written and verbal communication skills for both internal purposes and external audiences
- Experience writing press releases and content for websites and social media
- Experience overseeing the design, editing and production of print materials and publications
- Entrepreneurial self-starter with the ability to create and implement new initiatives while managing multiple projects and initiatives concurrently

- Innovative, out-of-the-box thinker and creative problem solver
- Commitment to working in cross-functional teams and the ability to position discussions at strategic and tactical levels
- Commitment to work collaboratively with all constituent groups, including staff, board members, donors, volunteers, program participants and other supporters
- Experience managing and supervising contracted consultants, interns, and temporary staff
- Excellent computer skills, including Adobe Creative Suite, Wordpress and/or other website content management systems, and e-communication platforms
- Experience developing and managing budgets
- Minimum five years of experience in marketing, communications and public relations with demonstrated success, preferably in the cultural sector
- Bachelor's degree in journalism, marketing, public relations or equivalent related experience.
- Comfortable working at an arts center; knowledge of the contemporary art world preferred

**Working Conditions:** di Rosa Center for Contemporary Art is located on 217 acres in the Carneros region of Napa Valley. Applicants must be comfortable with and enjoy nature, including native waterfowl. Must be able to actively lead and participate in tours on rugged terrain. Must possess a car and valid driver's license and be willing to work occasional nights and weekends.

Compensation and benefits: This is an exempt position. Benefits and compensation will be based on breadth of experience and fit with the knowledge, skills and abilities described in this position.

**To Apply, Please Provide the Following:**

- Cover letter addressing your interest in the position
- Resume with education, employment history, writing and design samples, and contact information for 3 references

**Application materials should be emailed in PDF format to:** [katie@dirosaart.org](mailto:katie@dirosaart.org)

No phone calls please. To learn more about di Rosa, visit [www.dirosaart.org](http://www.dirosaart.org)

*Please note: di Rosa Center for Contemporary Art is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, ancestry, religion, sex, gender or gender identity, national origin, disability, age, citizenship status, marital status, Vietnam era or special disabled veteran's status, sexual orientation or other bases protected by law. di Rosa makes reasonable accommodations for qualified applicants and employees with disabilities as defined by and in compliance with California law.*