

## **Marketing and Communications Manager (part-time, contracted)**

Reports to the Executive Director

Supervises Digital Media Manager and Digital Storyteller

Part-time contracted position: January 1, 2021 - June 30, 2021 (6 months)

\$18 per hour at 15-18 hours per week based on experience.

*While remote work is required, this position may require occasional office and site visits.*

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BAMS Fest, Inc is seeking a part-time Marketing and Communications Manager to join our team. This newly, grant-funded position plays a key role in crafting and shaping the stories, narrative, image and brand of BAMS Fest to support and grow our organization.

BAMS Fest is a 501(c)(3) organization that strives to break down racial and social barriers to arts, music, and culture for communities of color across Greater Boston. Its vision is to create a vibrant and inclusive arts and culture sector for the City of Boston and beyond, a sector that celebrates all artistic talents, challenges societal perceptions, and empowers and engages audiences.

### **BAMS Fest**

In 2019, BAMS Fest embarked on a strategic planning process to define its next stage of development as a critical arts institution in the City of Boston and the region. While the planning effort was largely complete at the onset of COVID-19 in Massachusetts, the pandemic's implications underline the importance of BAMS Fest's vision for a more equitable Boston. There has never been a more impactful time for an experienced fundraising development professional to contribute to BAMS Fest's critical systems change work to support Black and Brown artists, all while creating and changing spaces to strengthen Boston's arts and culture ecosystem and gig economy where everyone can participate and prosper.

BAMS Fest's signature program is BAMS Festival, an annual family-friendly event open to all in the Greater Boston community and beyond. The Festival takes place in Franklin Park, located at the nexus of Boston's black neighborhoods and historically a central convening place for black Boston's cultural life. The Festival aims to reclaim this legacy while serving as a platform for local artists and entrepreneurs to connect with a region-wide audience.

COVID-19 has only underscored the critical nature of BAMS Fest's work to strengthen the capacity, connections, and collective power of BIPOC artists to grow their businesses. BAMS Fest focuses on addressing the human, social and financial capital needs of historically disenfranchised BIPOC artists by connecting them to resources, industry networks and audiences that are essential for success. Additionally, BAMS Fest provides panel discussions, workshops, conferences, performance gigs, and professional development opportunities for artists.

## **WHO WE ARE LOOKING FOR...**

A strong, entrepreneurial and collaborative content creator and strategist to develop, execute and drive online and offline strategies, generate brand awareness, and grow media relationships that help to amplify our work, our impact and reach new and existing stakeholders. This role will be best suited for a highly creative and qualified individual who has the ability to generate content reliably and quickly. This individual will work with their team to craft impactful messaging, stories and imagery in a wide variety of short and long-form formats (web, social, email, bylines, blogs, infographics, video, print, and more!) across multiple channels. Lastly, this individual will assist the Executive Director and Board with positioning this organization as a thought-leader organization.

## **CORE RESPONSIBILITIES**

- Proactively write, edit and manage a wide variety of marketing content, including website, interviews, videos, social media, blogs, promotional email copy, and much more.
- Create marketing strategies, objectives and goals for our annual festival and year around programming.
- Manage a marketing budget for programs and events.
- Develop a media/press contact list on a local, regional and national level
- Oversee and regularly update our website and digital media platforms
- Ensure copy is aligned with brand voice and content strategy
- Leverage analytics to improve audience engagement across blog, ads, and social media posts
- Provide vendor and partner oversight for marketing-related projects and manage internal and external resources and priorities.
- Develop and drive audience segmentation and communication conversion strategies to generate higher conversion and greater ROI
- Create systems and procedures to ensure measures of accountability are upheld and monitored on a regular basis.
- Provide other communications and marketing support as required.

## **QUALIFICATIONS, SKILLS & KNOWLEDGE**

- Bachelor's degree AND 6-8 years of relevant work experience in content marketing, branding, advertising, and/or public relations
- Ability to understand and translate our values, programs and achievements into clear, concise, and impactful communications
- Strong writing, editing, proofreading skills and experience in creating, adapting and unifying content for multiple channels
- Critical thinker, creative problem solver with keen attention to detail, quality and on-time/on-budget delivery of initiatives

- Ability to work independently without constant supervision while being a member and leader of the team
- Organized self-starter who thrives in a fast-paced, ever-changing atmosphere
- Demonstrated ability in storytelling (must be able to submit example) with a passion for using creative imagery to communicate
- Excellent collaborative skills
- Proficient with design tools such as Adobe Creative Suite, Canva and others
- Experience with SEO marketing, Hootsuite, WordFly, Google Analytics, and Google AdWords
- Completely comfortable with technology (Wix, WordPress, etc)
- Inspired by our mission and excited about sharing our work with others
- Flexible and open to feedback
- Friendly, empathetic and self-aware
- Comfortable working in a virtual environment from a home office

## **How to apply**

Deadline: November 16, 2020

Please submit a detailed resume, thoughtful cover letter, and a writing sample through [this form](#).

All files should be in pdf and named (Your Last Name) Resume and (Your Last Name) Cover. All applications will be gratefully received, acknowledged and reviewed.

*BAMS Fest, Inc. and this position is supported by the New England Foundation for the Arts through the New England Arts Resilience Fund, part of the United States Regional Arts Resilience Fund, an initiative of the U.S. Regional Arts Organizations and The Andrew W. Mellon Foundation, with major funding from the federal CARES Act from the National Endowment for the Arts.*

## **EQUAL EMPLOYMENT OPPORTUNITY**

BAMS Fest strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

For more information about our organization, visit us at [www.bamsfest.org](http://www.bamsfest.org)