



COMMUNICATIONS MANAGER

TITLE: Communications Manager
REPORTS TO: Development Director
STATUS: Salary/Exempt
SCHEDULE: Full Time
START DATE: Winter 2021
SALARY: \$40,000

***QT/BIPOC applicants are strongly encouraged to apply*

About The Steel Yard: The Steel Yard is an award-winning industrial arts center, a manufacturer of custom fine and functional public art, a craft school, shared studio, and Providence's most unique private outdoor venue.

Our Mission: The Steel Yard's historic campus is a platform for professional artists, makers and the community to practice and learn the industrial arts. The organization fosters creative and economic opportunities, by providing workspace, tools, training and education, while forging lasting links to a local tradition of craftsmanship.

Diversity, Equity, Inclusion and Anti-racism: At the Steel Yard, we believe everyone deserves access to the education, skills, and equipment needed to directly improve their conditions and community. It is the policy of the Steel Yard that there shall be no discrimination to participation or employment based on race, color, sexual orientation, religion, national origin, gender, age, physical limitations, or military status. You can learn more about [DEI at The Steel Yard here](#).

Communications Manager: The Steel Yard is seeking a highly diligent, creative and confident individual for the role of Communications Manager. The Communications Manager is responsible for crafting the marketing and communication strategies for The Steel Yard and is a key player in supporting fund development & community engagement. Ideal candidates are expert communicators, skillful wordsmiths, multi-taskers, teamplayers and true community stewards. They understand the importance of timing and setting, can respond to crises and setbacks gracefully, and are committed to ensuring equity and accessibility in all of their communication efforts.

Communications Manager Job Responsibilities

- Serve as a Brand Ambassador to ensure brand continuity and integrity across all communication efforts
- Primary website manager overseeing the functionality of the organization's website. They evaluate and manage website performance, update content as needed, and manage the website's ecommerce platforms. Distribute press announcements, as needed

- Coordinate and execute digital fund development campaigns in collaboration with Development Director
- Coordinate both organization wide, and program specific, advertising and marketing efforts in collaboration with program administrators
- Develop cohesive program driven communication strategies and quality control of all information released. Write, edit, and distribute content, including social media, website content, annual reports, interviews, and other marketing material that communicates the organization's mission, vision and values
- Assess and report on the effectiveness of communication strategies
- Recruit, hire, and manage third-party artists, designers, photographers, and/or videographers to produce project specific materials
- Responsible for overseeing the production and quality control of branded print materials and merchandise with hired third-party partners
- Maintain organization-wide database of digital photographs, videos and other digital materials
- Manage and maintain organizational contacts & email lists
- Maintain records of media coverage
- Support development efforts such as meetings, press conferences, and presentations
- Coordinate and facilitate tours of studio and campus
- Establish and maintain relationships with community partners

GENERAL & ADMINISTRATIVE

- Promote The Steel Yard mission, vision & values
- Regularly attend staff meetings and maintain an active office presence
- Participate in other organizational meetings as needed
- Submit annual budget proposals and monthly department board reports
- Supervise and oversee interns and volunteers as needed

NEW ADMINISTRATIVE/MANAGEMENT:

- Participate in upcoming organizational strategic planning process
- Update current Communications strategy document to reflect 1 and 3 year goals
- Participate in the hiring process for 'Events Coordinator'

REQUIREMENTS

- Bachelor Degree or previous success in communications management. Lived experience considered over degrees
- Excellent written and oral communication skills
- Proficiency with communications technologies
- Ability to multitask, manage time well and work under deadline
- Enthusiasm to work with diverse community of creatives and makers
- Interest in becoming an active Steel Yard community member

DESIRED

- Bilingual/ Multilingual
- Experience with Wordpress & Woocommerce websites
- Experience with online marketing platform Constant Contact, Eventbrite
- Experience with Salesforce
- Experience with Adobe Suite software

COMPENSATION

Full studio access

Discounts on Steel Yard courses

Paid vacation

Personal time and sick leave

Healthcare split

\$40,000/year starting salary

PERFORMANCE REVIEW: Oral review at 6 months, written review annually, following the first year of employment, in January.

TO APPLY:::

Interested candidates should submit a cover letter and resume. Please include two references that can speak to your strengths regarding this position, and any specific examples of relevant past work.

The subject line of your email should be: COMMUNICATIONS MANAGER/your name.

All applications will be reviewed as they are received.
Position open until filled.

SEND TO::: jobs@thesteelyard.org

Learn more about the Steel Yard by visiting our website (www.thesteelyard.org) and check out our annual report [by clicking here.](#)

The Steel Yard is committed to diversity and inclusion. The Steel Yard is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected.