



AVA Marketing Communications Manager ***Preliminary Job Description***

AVA's Marketing Communications (MarComm) Manager reports to the Executive Director and works collaboratively with AVA's Development Committee, staff, faculty and volunteers, including but not limited to Education, Outreach, Exhibition, Development, Marketing Communications and Office Management personnel. S/he will actively develop, design, write, package, distribute, and maintain all AVA's Marketing Communication initiatives including graphic design, public relations, advertising, and print media, as well as digital media, social media, video and interactive media needs. S/he will actively negotiate on behalf of AVA to obtain favorable media rates and placements for print and digital media. Responsibilities will include, but may not be limited to the following:

Marketing Communications

- Develop, manage, and implement AVA's strategic MarComm initiatives and protocols
 - Develop and manage market research tools to identify and target markets and messaging
 - Coordinate with AVA Managers to pro-actively manage all MarComm initiatives in all platforms
 - Develop and maintain advertising & PR schedules and relationships w/ local media outlets
 - Recruit, maintain, and manage AVA's stable of staff and contract graphic/ photographic/ web/ and motion designers
 - Manage and report on MarComm departmental and project budgets
- Develop, manage and fulfill AVA's brand identity and graphic standard guidelines
 - Provide Art Direction and Graphic Design Direction for all AVA's MarComm platforms
 - Manage Marketing Communication staff & contractors for adherence to AVA standards
- Develop, manage and fulfill AVA's public relations, media relations, and advertising materials
 - Integrate and manage fulfillment of AVA's print, digital, and social media strategies
 - Negotiate and maintain favorable relations with AVA's media outlets
- Develop, manage and fulfill AVA's needs for printed marketing, exhibition, and event materials
 - Provide Art Direction and Graphic Design services for all print media
- Develop, manage, and fulfill AVA's Website Design and Digital Marketing Communication materials
 - Regularly refresh and update website and e-newsletter content for accuracy and timeliness
- Coordinate with AVA's outside IT and Internet service providers to support MarComm platforms
 - Research and evaluate evolving s/w tools and apps to support AVA Brand Identity guidelines
- Prepare Reports
 - Prepare weekly and monthly summaries of MarComm metrics
 - Oversee quarterly surveys (evaluations) of AVA members and virtual visitors
- Attend monthly Development Committee Meetings
 - Report activity and revise protocols based on MarComm metrics
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