



UNITEDPERFORMINGARTSFUND

Position: Marketing and Communications Senior Director
Reports to: President & CEO
Direct reports: Communications Manager and Events Manager
Date Available: Immediate

Job Description:

The Marketing & Communications Senior Director provides the voice of the vision and mission of the United Performing Arts Fund (UPAF). He or she leads all marketing and communications for UPAF, including advertising, branding, sponsorships, marketing communications, public relations, events and social media.

The Marketing & Communications Senior Director will develop and implement a new marketing and communications strategy to drive growth in fundraising, promote engagement in the arts and position the United Performing Arts Fund (UPAF) as a thought-leader in the community.

The position will include creation of materials based on the strategy, and strong candidates will have both writing and graphic design experience and be proficient in commonly used design platforms.

The position drives the development, implementation, and optimization of online campaigns across various platforms, including social media, search engines, email, and digital advertising. This role requires a strong understanding of digital trends, audience engagement, and brand growth.

This position serves as a key role in cross-organizational planning, providing management to the marketing staff and is tasked with contributing to the organization’s performance as measured with budget, ROI and fundraising goals.

The ideal candidate will have a minimum of 6 years of marketing and communications experience and familiarity with the nonprofit and arts sector.

Key responsibilities:

- Collaborates with senior leadership team on strategy and execution of mission. Manages multiple projects connected to fundraising and promotion of the arts.
- Develops consistent messaging and voice that inspires trust and investment. Ensure UPAF brand signals joy, thought leadership and careful stewardship.
- Develops and executes a comprehensive digital and social media marketing strategy aligned with company goals.
- Manages and optimizes social media channels (Facebook, Instagram, Twitter, LinkedIn, etc.) to drive brand awareness, engagement, and customer acquisition.
- Leads content creation and manages digital advertising campaigns (Google Ads, display ads, etc.).
- Analyzes and reports on campaign performance, leveraging data to inform marketing strategy and achieve KPIs.

- Stays current on the latest digital marketing trends and tools to ensure the company remains competitive in the marketplace.
- Develops, builds, and maintains comprehensive marketing plans and calendars that outline timelines and tactics, ensuring communications and marketing efforts are aligned, and keeping key partners informed of status and deadlines.
- Designs, writes and manages marketing materials for annual campaign and continued marketing throughout the year.
- Manages advertising and sponsorship partners, gathering assets needed and keeping project calendars up to date.
- Utilizes best practices for search engine optimization (SEO) to optimize copy for keywords, headlines, and tags for website.
- Utilizes emerging technologies to continuously innovate content strategies that drive traffic and inspire our audiences.
- Leverages external resources (ad agency, Board, volunteers) to further drive fundraising, promote engagement in the arts and position UPAF as a thought leader.
- Oversees website content development and management. Establish KPIs supported by online analytics.
- Establishes and maintains copy standards and brand identification.
- Oversees process for review, approval, and proofing of external communications.
- Oversees execution of earned and owned media strategies (via marketing manager).

Skills & Qualifications

- Proven capacity to strategize, develop and implement marketing plans. Solid understanding of marketing principles and best practices in digital marketing, social media, email marketing, and content marketing and is proficient in data analytics.
- Solution-oriented, collaborative team player to advance UPAF's mission and strategic priorities.
- Experience in executing marketing plans in-house and expanding in-house capabilities over time.
- Experience with various types of graphic design software.
- Exceptional written and oral communication.
- Minimum of 6 years of marketing communications experience.
- Bachelor's degree in Marketing, Communications or Business preferred.
- Candidates selected for interviews will be asked to bring portfolios of their work and three examples of existing company logos (global, national or local), updated or redesigned for a fresh look.

Salary Range

\$80,000-\$90,000 with full benefits inclusive of health / dental / vision insurance, life and long-term disability insurance, savings retirement plan and generous paid time off. Hybrid work environment, with three days in office and two days working at home.