



Position Title: Communications Manager
Classification: Full-time, Salaried, Exempt
Reports To: Executive Director

The National Flute Association (NFA) was founded in 1972 as a common ground for flutists to exchange ideas and inspiration and has expanded in the decades since to include a quarterly online magazine, an annual convention, and a dynamic assortment of scholarship programs, commissions, and member-driven initiatives. The NFA values and celebrates the contributions of all its stakeholders and is committed to growing as a diverse and equitable organization.

The NFA is a membership organization serving almost 4,000 diverse flutists. Members are deeply involved in all aspects of the organization and participate in more than 24 committees across the organization. The staff and members/volunteers work collaboratively throughout the year and especially in preparation for the annual convention.

Under the direction of the Executive Director, the Communications Manager of the NFA will develop and implement the NFA's communications strategy across a variety of platforms, create initiatives to build meaningful connections with the diverse flute community, and advance organizational visibility.

Essential Functions, Duties, and Responsibilities

Marketing/Communications

- Develop and manage annual communications strategy
- Create all content and visuals for the weekly e- newsletter for NFA members
- Plan, schedule and implement compelling social media content on all relevant channels
- Create e-blasts for special announcements
- Collaborate with NFA members on the creation and promotion of blog posts, videos, NFA web pages, articles, and additional media content
- Create and send hosted e-blasts on behalf of commercial members, in collaboration with the NFA Advertising Representative
- Create and update website content regularly
- Promote NFA's virtual events, scholarships, competitions, and education initiatives, publications, and merchandise
- Develop and implement a PR plan to gain attention to the NFA's programs and initiatives
- Create print materials, which may include merchandise, brochures, and postcards
- Work with the Publications Director to promote each issue of *Flutist Quarterly*
- Reach out to members to create content in collaboration with the Publications Director

Annual Convention

- Develop and implement a detailed communication plan for the annual convention
- Promote convention events on social media
- Manage photography, live streaming, and audio/video recording of events
- Coordinate announcements during convention via social media and the convention app
- Write and distribute press releases and attract and manage advance and onsite media coverage
- Assist with content creation of the convention program book

Qualification Requirements

- Exemplary writing skills
- Minimum 4 years full-time experience serving in a marketing, development, or communications position – non-profit arts organization experience preferred
- Familiarity with flute musicians and music preferred. Knowledge of music, musicians, and academic environments in general highly preferred
- Ability to work in multiple software platforms including Microsoft Office, Google Office Suite, Adobe Suite, CANVA, video editing software and database management, CMS; Experience with MemberSuite and Sitefinity preferred
- Commitment to the NFA's diversity, equity and inclusion goals and the ability to represent these goals in all marketing and communication efforts
- Outstanding interpersonal communications skills (written and verbal)
- Project management and organizational skills
- Graphic design and video editing skills
- Knowledge of Google analytics/comparable analytics platforms
- Success working both independently and in a team environment
- Flexibility and willingness to pivot to new initiatives
- Must be legally authorized to work in the U.S.

Work Environment:

This position is a full-time, permanent, salaried position

Office hours: 9:00 am – 5:00 pm, Central Time. The NFA offices are located in downtown Chicago, Illinois. The NFA team works remotely. Relocation to Chicago is not required for this position.

Some weekend and evening hours required on occasion.

Attendance at the NFA annual convention in August is required (Phoenix, AZ in 2023)

Compensation for this position is competitive. Paid vacation days and health insurance benefits are offered

Application deadline: December 16, 2022. Start date: January 10, 2023

Application Instructions:

Please send a cover letter and resume, two work samples of different kinds (e.g., newsletter, blog post, webpage, press release; examples of professional social media posts (no academic work, please) to the Executive Director, Jennifer Clarke: jclarke@nfaonline.org with "Communications Manager" as the subject. No calls, please.

The National Flute Association is an Equal Opportunity Employer and welcomes applications from diverse applicants.