



Position Title: Communications Manager
Classification: Full-time, Salaried, Exempt
Reports To: Executive Director
Primary Relationships: Staff, Association Members, Vendors, Media
Direct Reports: None

Objective: In order to accomplish the mission of the National Flute Association (NFA), the Board of Directors has determined that a strong communications plan aimed at diverse constituencies be maintained.

Under the direction of the Executive Director, the Communications Manager of the NFA will be responsible for implementing the communications plan for the organization.

Essential Functions, Duties, and Responsibilities

Marketing/Communications

- Manage annual communications plan
- Update website content regularly
- Create monthly e-mail newsletter and regular e-blasts for special announcements
- Work with committees and Convention Program Chair to create content for website and other promotional vehicles
- Send hosted e-blasts on behalf of third parties
- Work with freelance graphic designers to develop artwork/marketing collateral
- Maintain digital archive of visual assets
- Manage all social media and reports on viewing and usage statistics
- Create promotional materials, including brochures and postcards
- Work with Membership Manager to produce recruiting and outreach campaigns
- Conduct research and analyze member data to help set communications objectives
- Promote NFA publications and merchandise
- Place ads in magazines and other media, in consultation with Executive Director
- Assist with exhibit and advertising sales
- Write and distribute press releases

Annual Convention Support

- Promote convention events on social media
- Manage photography, live streaming, and audio/video recording of events, create shot list
- Coordinate announcements during convention
- Work with volunteer PR Coordinator to attract and assist with advance and onsite media coverage

Publications Support

- Work with Publications Director to promote each issue of *Flutist Quarterly*
- Identify marketing uses of *Flutist Quarterly* editorial content
- Assist content creation of convention program book

Development

- Work with Executive Director, Development Committee Chair, and any contractors to produce development campaigns, including individual giving and convention sponsorship
- Help identify potential new funding sources and assists grant writing
- Manage sponsorship benefits

Other

- File regular and special reports to the Executive Director and board upon request
- Perform additional duties and responsibilities as assigned

Qualification Requirements

- Minimum 2 years full-time experience serving in a marketing, development, or communications position, with writing as primary function
- Demonstrated knowledge of Microsoft Office/Google Office Suite and database management, CMS; Experience with MemberSuite and Sitefinity strongly preferred
- Ability to work in multiple software platforms and learn and retain technical software applications quickly
- Basic graphic design ability
- Working knowledge of HTML/CSS
- Knowledge of Google analytics/comparable analytics platforms
- Ability to understand analytics and improve communications strategies based on findings
- Outstanding interpersonal communications skills (written and verbal)
- Ability to succeed in a team environment
- Ability to work independently
- Outstanding project management skills
- Ability to understand and work within an organizational budget
- Ability to travel as needed (organizational meetings, Annual Convention), estimated at not more than 10% of time

Work Environment:

The Communications Manager works in the NFA office in downtown Chicago. Office hours: 9:00 am – 5:00 p.m. (Additional hours are required at the annual convention and other events.)

Equal Employment Opportunity Policy

The National Flute Association provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

To apply: please send resume, cover letter, two writing samples of different kinds (e.g. newsletter, blog entry, webpage, grant narrative, press release; no academic work, please), and salary requirements to kjocius@nfaonline.org. No phone calls please.