



Job Description

Job Title: New Media Communications Manager
Reports To: Executive Director
Status: Exempt, Full-time
Posted: September 15, 2016 – Open Until Filled

The Organization

The Alliance for California Traditional Arts (ACTA) supports the health, vibrancy, and evolution of the State's diverse cultural traditions through advocacy, grant making, and connections for folk and traditional artists. Recognized for its culturally competent leadership, intellectual capital, and excellence in program administration, ACTA is the official partner of the California Arts Council in serving the state's folk and traditional arts field. Founded in 1997 by an alliance of traditional artists, cultural workers, and arts administrators, ACTA has grown into a \$1.7 million, statewide organization. Headquartered in Fresno, it has field offices and staff located Los Angeles, San Francisco and Santa Cruz.

Job Summary: The New Media Communications Manager is in charge of the development and dissemination of all program content in online and electronic formats. This Manager will work closely with all program staff to amplify the reach and impact of ACTA's work in local communities and to more broadly inform, educate, and celebrate the diverse cultural traditions of Californians. This is a new position within the organization and its first employee will be charged with individually tailoring the work for the unique organization that ACTA is, and with increasing its programmatic impact statewide and beyond. The goal of this position is to increase in-person engagement + access via digital and web-based technologies.

Job Duties:

- Function as the organization's communications manager and manager of web content
- Create, through video, radio, and other tools, ways to tell the stories of ACTA's artists and communities to a broader audience, perhaps through the development of an ACTA storytelling channel and strategic alliances with partner organizations
- Re-launch the website to include more active storytelling
- Review existing communications plan and revise to create, implement, and evaluate an annual communications plan
- Work across programs to coordinate activities, maintain a consistent look and feel on web properties, and to develop a master content calendar

New Media Communications Manager Job Description

Work with program staff to assess existing video documentation and protocol for program documentation
Oversight of the electronic newsletter (NEW MOON), blogging, social media and other online media, e.g., You Tube, Twitter, Instragram, Facebook
Capitalize on opportunities with emerging platforms and online communities
Maintain electronic mailing list and communications protocols
Develop content for such online dictionaries/encyclopedias as Wikipedia
Oversight and coordinate with staff to supervise other communications activity, for example, print publications, print collateral, etc.
Serve as point person for media relations
Work with the development team and other community partners to raise funds to expand New Media programming. Serve as a resource for development and other program areas.
Be the liaison and oversight technical consultants (e.g., website development, videographers, etc.) and freelancers as needed
Design and track appropriate metrics for this position's effectiveness
Assure web-based information is archived for future needs and reference
Keep current with emerging web technologies through relevant blogs, listservs, and events
Help create an ad hoc advisory group to provide perspective and counsel for this New Media Communications effort

Skills, Qualifications, Attributes Needed:

Minimum 2 years of work experience or relevant experience (e.g., deep content experience)
Minimum Bachelor's Degree in a relevant field (e.g., folklore, anthropology, ethnomusicology, journalism, communications, new media); advanced degree preferable. Prior experience in design/photography/videography or aesthetics/branding a big plus. Prior marketing experience a plus.
Exceptional technical skills and proven understanding of the virtual programming environment. Advanced knowledge of HTML and basic Adobe Photoshop skills.
Prior experience tracking and reporting analytics for all social media platforms.
Dynamic, self-motivated individual with experience and skills in web content management, writing and editing for the web, graphic design and site management
Exceptional writing, editing, organizational and communication skills
Experience in creating social media content across multiple channels, website and blogging skills
Attention to detail, ability to work on tight deadlines, and to track budgets
Ability to produce content quickly
Ability to build consensus and work effectively within a cross-departmental team
Ability to travel and to work in Fresno, at minimum for the first year

Equal Employment Opportunity

ACTA is fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental

New Media Communications Manager
Job Description

disability, citizenship status, veteran status, or any other characteristic prohibited by state or local law. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.

Salary

The salary for this position will be dependent upon experience. All ACTA salaries are benchmarked to nonprofit salaries ranges; excellent benefits are provided.

To Apply

Send a letter of interest (that outlines the skills and experience that make you a good candidate), resume, and the names, addresses and telephone numbers of three references to:

Amy Kitchener
Executive Director
Alliance for California Traditional Arts
akitch@actaonline.org

In addition, please provide a portfolio of links of previous/current social media + digital media work. Please provide two writing samples of different lengths that target different audiences.