Purpose of the Job Summary
The Communications Coordinator manages and implements a robust communications program that showcases the impact of our organization’s work and engages our community. This role plays a key role in telling the stories of our artists, our programs, and our history to raise the visibility of the Rehoboth Art League. This position works closely with the league’s Executive Director, Exhibitions Director, Education Programs Director, and development department.

About the Rehoboth Art League
Founded in 1938, the Rehoboth Art League plays a prominent role in visual arts and culture in southern Delaware. The League is recognized for a rich, year-round schedule of art exhibitions, a robust annual calendar of educational offerings, and remembered for its arts-driven events held both on our historic campus and off. Our 3.5+ acre campus in Henlopen Acres, which is home to five buildings, welcomes more than 25,000 visitors per year and our membership encompasses more than 1,200 community members. The Communications Coordinator will play an important role in helping reach our goals in coming years.

Responsibilities
• Develops and defines the Rehoboth Art League brand and communication strategy to the community
• Manages, designs, edits and publishes all print and electronic communications
• Works with each staff member in ensuring program and organizational communications material are developed, produced and distributed in a timely manner
• Maintains annual production calendar for print publications and develops schedules for digital promotion
• Supports content development for programs
• Ensures print and advertising materials are consistent with the RAL brand and image and are produced within budget
• Manages relationships and annual contracts with local and regional media partners
• Drafts and distributes press releases
• Manages website content, including an impending website redesign project
• Oversees the design and distribution of regular email campaigns through Constant Contact
• Coordinates content, design, and printing of regular newsletters and annual reports
• Plans for program documentation (photography/video) and manages RAL photo archives
• Develops and manage an annual marketing budget
• Designs annual membership and fundraising materials
• Tracks progress and effectiveness of communications and marketing activities
• Collaborates with coworkers to generate new and creative social media posts for Instagram, Facebook, TikTok, and YouTube
• Develops and designs campus signage as needed
• Ensures that all RAL buildings have appropriate displays of event and program materials
• Assists with special events and programs as needed
Key Performance Measures

- Performance will be measured by evaluating execution of key functions, particularly as related to advancing the goals of the organization.

Skills and Competencies

- Bachelor's degree in a relevant field (marketing, communications), or equivalent in work experience
- Outstanding verbal/written communication skills with experience supporting communications activities including: online, direct mail, newsletters, press releases, advertising
- Knowledge of Adobe Creative Suite, Microsoft Office Suite, Constant Contact and graphic design principles
- Practical experience preparing graphics and work with websites, preferably with Wordpress
- Strong writing and editing skills
- Proficiency with social media platforms such as Facebook, Instagram, YouTube and Twitter and related analytics and reporting tools
- Experience with blog posting, social media, and video content.
- Excellent communication and interpersonal skills
- Ability to craft and share compelling stories through a variety of mediums that engage and inspire an audience
- Practical experience preparing graphics and working with web sites
- Highly organized, with the ability to handle multiple tasks, project, and priorities effectively and professionally
- Strong analytical skills
- Sense of humor
- Commitment to the mission of the Rehoboth Art League

Physical Abilities and Requirements

- Sitting throughout the day, working with a computer.
- Repetitive movement on computer keyboard throughout the workday.
- Lifting and moving files, boxes, etc. up to 25 pounds.

This job description includes, but is not limited to, the duties and responsibilities as noted above. The essential functions of this job description are not exhaustive and may be supplemented.

To Apply

Please email a cover letter and resume to hr@rehobothartleague.org. Please use Communications Coordinator in the subject line. Applications will be accepted until the position is filled.

The Rehoboth Art League is committed to providing equal employment opportunities to all employees and applicants for employment. Accordingly, RAL provides employment opportunities without regard to race, color, religion, creed, ethnicity, sex, pregnancy, national origin or ancestry, age, physical or mental disability, citizenship status, marital status, sexual orientation, gender identity, family responsibilities, genetic status or information, military or veteran status or any status protected by federal, state, or local law. The Rehoboth Art League is committed to building an inclusive working environment that supports a diverse community of staff and encourages applications from all qualified candidates. To learn more, visit www.rehobothartleague.org.