

Wyoming Humanities Director of Communications and Marketing

Description Responsible for the development and management of the organization's marketing strategies to increase public (brand) awareness, donor engagement and audience attendance of Wyoming Humanities (WYH) and its various initiatives.

Position Type and Location Full time, exempt position reporting to CEO. WYH will consider home-based candidates from across Wyoming.

Primary Responsibilities

- Establish and track annual goals for marketing and corresponding budget with an overarching vision from the Wyoming Humanities strategic plan and annual operations plan
- Manage editorial calendar and execute strategy for social media, email marketing, and website alongside contract marketing firm
- Advise third parties on event-specific marketing plans and execution
- Work closely with all WYH staff members to produce high quality branded collateral and strategy in support of development and marketing goals
- Provide big picture editorial direction, design, production, and distribution of all publications
- Coordinate marketing efforts with other WYH staff and partners as needed for event production
- Ensure brand consistency across all communication channels
- Educate grantees and third parties on brand guidelines
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate working with contract marketing firm
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and website
- Coordinate website maintenance and management — ensure that new and consistent information is posted regularly
- Track and measure the level of engagement across social media networks and other organizational databases over time
- Develop press releases, coordinate media interest in WYH and build internal and external relationships to assist in PR strategy and implementation.
- Ensure regular contact with target media and appropriate response to media requests.
- Optimize editorial coverage from paid media relationships.
- Serve as the primary point person for all media contacts.

Knowledge, Skills, and Abilities

- Independent, well organized worker and team champion
- Excellent oral and written communication and interpersonal skills.
- Bachelor's Degree required with at least 5-years' experience in marketing and development.
- Documented experience with nonprofit marketing and social media.
- High energy, outgoing, team player, and a passion for Wyoming Humanities mission are essential.
- Working mastery of computer programs including Microsoft Word, Power Point and Excel

Updated 12-01-2020