



JOB DESCRIPTION: COMMUNITY RELATIONS MANAGER

POSITION SUMMARY

This position will be responsible for managing the overall brand and message for The Grand Oshkosh, as well as increasing its profile in the community through performing arts experiences, arts education, and outreach programs. With guidance from the Director, this position will implement marketing strategies and coordinate outreach programs in accordance with the organization's mission and objectives.

PRINCIPAL RESPONSIBILITIES

- Oversee the maintenance and consistency of The Grand's brand and identity.
- Manage initiatives that raise the profile of The Grand, including community partnerships and outreach programs.

Marketing:

- Develop the organization's marketing budget and plan.
- Oversee the creation and publication of all marketing materials and communications in line with the organization's strategic plan.
- Maintain The Grand Oshkosh website.
- Implement social media plan and maintain all social media postings (Facebook, Twitter, Instagram, etc.).
- Coordinate marketing campaigns with sales activities and implement promotional campaigns.
- Monitor and report on effectiveness of marketing communications.

Community Partnerships:

- Develop relationships with all media to ensure effective messaging and positioning of the organization.
- Attend events, media interviews, etc. to advocate for and raise awareness of The Grand Oshkosh and its programs.
- Assist in the coordination of community outreach and educational programs.
- Identify partnership opportunities in the community.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or related field. On the job experience in a dedicated marketing and/or communications role preferred.
- Experience in non-profit and/or cultural sector preferred.
- Computer skills, data management, word processing and desktop publishing experience required.
- Experience interpreting Google Analytics and using insights and outcomes preferred.
- Ability to build constituency and work collaboratively.
- Ability to drive ambitious timelines, establish deadlines, and meet them.
- Excellent verbal and written communications skills.
- A sharp eye for detail, including copy editing and art direction.
- Strong content creation skills with an emphasis on social media marketing.
- Ability to learn new programs to create videos and manage digital signage including the Electronic Message Center.
- Familiarity working with Google Suite, Canva, and Microsoft Office preferred. Knowledge of Adobe Creative Suite, Joomla, and ticketing or donor software a plus.
- Ability to work a flexible schedule at times.

ABOUT THE GRAND OSHKOSH

The Grand Oshkosh (TGO) operates the historic Grand Opera House (built 1883) as a not-for-profit performing arts center. It is a regional arts center that serves Oshkosh, the Fox Valley, and Northeast Wisconsin. The 100 or so events presented in any given year include national touring artists, arts-in-education programming, local and regional arts partner events; highschool theatre events; artist outreach into the community; public gatherings; weddings, and business meetings. Since the 1986 restoration, TGO has implemented four major capital improvements to the facility - the creation of The Grand Lounge support facility, the creation of premium seating ("Suite Seats"), a \$2.1 million project to repair defective roof trusses and restore the decorative ceiling, and, most recently, installation of a new marquee, blade sign, and electronic message center.

COMPENSATION

This is a full-time, exempt position. Salary is commensurate with experience; full benefits package offered.

TO APPLY

Send resume and cover letter to:

Joseph Ferlo, Director

jobs@thegrandoshkosh.org

Please write: Community Relations Manager in the email subject line

No phone calls please.

The Grand Oshkosh is an EQUAL OPPORTUNITY EMPLOYER committed to providing a nondiscriminatory and inclusive environment for its employees. EOE/AA/Women and Minorities are encouraged to apply. The Grand Oshkosh is a pet-friendly and family-forward organization that promotes a healthy work-life balance for all staff. An offer of employment is contingent on successfully passing a background check. For more information about The Grand Oshkosh, please visit www.thegrandoshkosh.org