

HEIGHTSARTS

Program Manager, Part Time

General Description: The Program Manager is a part time position, which will support staff and Heights Arts program committees in the administration and implementation of all programs including public art, visual arts (exhibition and store), literary, music, and membership (artist, individual and business) programming, and oversee marketing and communications of those programs. A clear understanding of Heights Arts' strategic initiatives is necessary to ensure programming aligns with Heights Arts' mission, goals, and values. Strong communication and interpersonal skills are necessary to effectively tell the Heights Arts story via grant reporting, PR, advertising, online presence, and most importantly by representing Heights Arts at public events and in the community.

GENERAL

- Maintain a program and marketing calendar that reaches target audiences with programs and messages that align to organization's mission and values
- Work with staff and board to develop marketing campaigns and materials
- Provide backup for gallery staff, phones, etc.
- Track effectiveness of programs and marketing against objectives through quantitative and qualitative measurements/assessments
- Facilitate all communications with program staff, volunteers, artists, poets and musicians to ensure success for all programs at Heights Arts
- Maintain professional standards including timely communication and attention to detail
- Serve as an ambassador of Heights Arts
- Attend weekly (Thursday) staff meetings, work with community team coordinators to create agendas and attend:
 - Exhibition Community Team (ECT) meetings (bi-monthly)
 - Heights Writes Community Team (HWCT) meetings (as scheduled)
 - Music Exhibition Community Team (MCT) meetings (as scheduled)
- Recruit, process and coordinate new volunteer inquiries for appropriate placement for openings, concerts and other events
- Select, hire, and evaluate interns and Store Manager
- Assist staff and Fund Development committee with business and individual membership campaigns and activities
- Work with staff to maintain programming documentation for marketing and grant reporting
- Attend Heights Arts openings, concerts, and events
- Represent Heights Arts externally in the community and other events
- Other duties assisting the Executive Director and Manager as assigned

HEIGHTSARTS

MARKETING AND COMMUNICATIONS

- Build and maintain relationships with local media outlets and media personnel, pitch regularly with Heights Arts news and coordinate interviews, images and materials for the media personnel
- Coordinate and design paid advertising, and place media buys with local advertising outlets
- Oversee Marketing Intern and create content in the following areas:
 - original research, writing, photography, and video for media materials and digital communications (press releases, social media, e-newsletter, web site copy, news articles) and editing of existing material
 - layout and production of in-house print collateral (including event programs, exhibition cards, fundraising and membership materials)
 - manage social media presence and engage and build community through appropriate online channels (including but not limited to Facebook, the Heights Arts website, and monthly e-newsletter)

PROGRAMS AND COMMUNITY TEAMS

- Supervise Community Team Coordinators and Team Leaders, and work with staff to plan and execute all programming including gallery exhibitions, poetry programs, concerts, events and rentals
- Work to ensure program staff and community teams have all required resources, including email reminders, access to the event calendars, and new artist submissions
- Assist in exhibition installations or other event preparation and tear-down

Store

- Supervise and support Store Manager to create sales goals and marketing initiatives
- Coordinate and schedule events, rentals and rehearsals

Required: The successful candidate will be self-motivated, deadline-oriented, and comfortable with community outreach and public speaking. Candidates must have excellent communication and writing skills, prior experience in program administration and implementation, and be able to maintain and build relationships with core staff, interns, volunteers and the community. Must be highly organized and experienced in managing project details, and understand the strategic goals of the organization to provide effective programming.

Preferred: Experience planning, organizing and / or working at a nonprofit or arts-oriented organization. Experience with Adobe Suite, video software and social media platforms. Knowledge of and connection within the arts community – especially in literary, visual and musical arts along with prior experience and coordinating and recruiting volunteers is highly desired.

When: Between 20 and 25 hours per week. Schedule includes regular hours, in addition to programming and event schedule, and staffing needs. This position is approximately 50% Marketing and 50% Programming.

HEIGHTSARTS

Where: Heights Arts (Gallery, Store and Performance Space) at 2175 Lee Road in Cleveland Heights, OH 44118

www.heightsarts.org

<https://www.facebook.com/HeightArts>

Compensation:

Hourly compensation depends upon experience

401K Matching

Employee Store Discount

Contact: Please apply online at <http://www.heightsarts.org/employment/> by submitting your resume, cover letter, and professional references. No phone calls, please.

Heights Arts is a nonprofit community arts organization in Cleveland Heights, Ohio. Founded in 2000, Heights Arts cultivates a strong, diverse, and collaborative arts community by inspiring people of all ages to engage in the arts; supporting the arts through education; providing exhibition and performance opportunities; and fostering public appreciation for the arts. The organization contributes to the region's artistic vitality by showing regional artists at Heights Arts Gallery on Lee Road near Cedar Road, facilitating public art and design projects, presenting chamber music and other concerts in intimate settings, nominating and supporting the Cleveland Heights Poet Laureate, and having classes and workshops in the arts.