We’re Hiring!

Position Opening: Marketing & Communications Manager
Open until filled
Preference to applications received by March 18, 2024
Position: Marketing & Communications Manager  
City: Minneapolis, MN  
Type: Full Time (40 hours per week), hourly, non-exempt  
Benefits: Paid holidays, vacation, sick time; 401(k) plan; medical and dental insurance, studio access, professional development opportunities, and workshop and retail discounts  
Salary: $45,000  
Reports to: Associate Director  
Website: http://www.mnbookarts.org/employment/  
Priority Deadline: Open until filled (Priority given to applications received by March 18, 2024)

ORGANIZATION SUMMARY
The mission of Minnesota Center for Book Arts (MCBA) is to ignite artistic practice, inspire learning, and foster diverse creative communities through the book arts. Since its founding in 1983, MCBA has been a leader in preserving and revitalizing letterpress printing, bookbinding, and hand papermaking on local and international levels, and expanding access to these disciplines to diverse audiences.

A founding partner of the Open Book building in downtown Minneapolis, MCBA is the largest nonprofit center of its kind, providing over 12,000 square feet of studios, classrooms, and professional gallery space to the public. MCBA offers youth and adult workshops, affordable studio access, exhibitions, artist consignment, residencies, fellowships, and special events that honor the myriad artistic and cultural traditions of the book. Equity is at the forefront of our 2020-2024 strategic framework as we advance strategies to ensure greater diversity and inclusion across our organization and throughout the field.

POSITION SUMMARY
The Marketing and Communications Manager is responsible for developing and executing strategies to enhance MCBA's visibility and reputation, increase audience engagement, and expand support for MCBA's mission and programs. This position will support MCBA's marketing and communications needs, including design of marketing collateral, social media, website, email and direct mail communication, and press releases.

Important note: While some elements of this position may be performed remotely, the person in this position will need to be available to work onsite in our building and offices.
JOB RESPONSIBILITIES

- Help create, implement and manage the day-to-day execution of an organizational communication plan that includes innovative print and electronic materials and creative and clear messaging.
- Ensure MCBA's branding guidelines are represented accurately and consistently, helping staff understand our branding and language.
- Design, write, produce, and distribute print communications, including newsletters, exhibition announcements, special event invitations, and others.
- Manage strategy, content creation, and design of digital communications, including website, bi-weekly e-newsletter, and presence on social media channels.
- Create and maintain an editorial calendar for effective promotion of MCBA's programs, events, and opportunities.
- Create timelines and production schedules for communications and design needs.
- Measure, analyze and report on communication benchmarks, statistics and outcomes.
- Other duties as required or directed, including, but not limited to: special events support, staff meeting attendance; participation in professional education and development opportunities as arranged by supervisor; preparation of reports and program summaries as requested.
**DESIRED QUALIFICATIONS**

- Bachelors’ or Associates degree in a related field of study
- 2 to 3 years of work experience in professional communications, public relations, marketing or a related field
- Excellent visual design and typographic skills
- Demonstrated experience and proficiency in software applications: Microsoft Office, Acrobat, Adobe Creative Suite, WordPress and Squarespace, and HTML coding ability
- Demonstrated expertise in communication and social media best practices; including Facebook, Instagram, and TikTok
- Knowledge of photography and the ability to use a camera and do basic photo editing in PhotoShop
- Excellent written and verbal communication skills; exceptional copy editing skills
- Strong project management experience and ability to work collaboratively to meet deadlines
- Interest in MCBA's mission and connection to the book arts or greater visual arts field
- Commitment to a work and community environment that fosters inclusion and respect

**The ideal candidate will have a demonstrated commitment to antiracism and equity work.** Our staff participate in regular DEIB (Diversity, Equity, Inclusion & Belonging) + antiracism internal working group sessions and we share a collective dedication to continued personal, professional, and community growth in this area. Like most arts spaces, there is a history of inequity and racism in the book arts and we are doing the work to dismantle these systems in our own space and in the broader book arts field. If you are Black, Indigenous, or a Person of Color considering this opportunity, you will be joining a staff team that centers your well-being, engages in harm reduction, takes responsibility when mistakes are made, and acknowledges impact over intent.

**BENEFITS**

Annual salary is $45,000. Benefits include:

- Separate paid vacation and sick time accrual, an annual personal day, 10 paid holidays a year, and annual winter holiday closure
- 401(k) plan
- Health insurance (85% employer paid) and dental insurance (50% employer paid)
- Employee-paid flexible spending accounts, vision insurance, accident insurance, short-term disability, hospital insurance, and voluntary life insurance
- Pre-tax transportation benefits
- Free studio rental, discounts on workshop registrations, and discounts on retail and consignment purchases
- Professional development opportunities
- A supportive, creative, and light-hearted staff team to work with
- Hybrid work options

**HOW TO APPLY**

Please respond via email with resume and 1-pg cover letter to jobs@mnbookarts.org with “Marketing & Communications Manager” in the subject line. Position open until filled; priority will be given to applications received by March 18, 2024. Please note that MCBA requires employees to be fully vaccinated and boosted against COVID-19. Documentation of vaccination status must be provided if an offer of employment is made.

We prioritize a culture of equity, inclusion, and care for self and community.  
We encourage participants with diverse cultural backgrounds and lived experiences to apply.