Ahha Tulsa
Job Description

Position Title: Marketing & Communications Manager
Reports To: Director of Communications
FLSA Status: Salaried/Exempt
Salary: $50,000 per year

Ahha Tulsa is a 501c3 nonprofit organization whose mission is to cultivate a more creative community. Founded in 1961, ahha advocates for arts and culture policies and programming in the community and in the education system. Ahha takes a lead role in fostering cooperation among Tulsa arts and humanities organizations as a whole to benefit the entire community; and develops, supports and nurtures innovative programs and exhibits that bring the arts to the public. Ahha operates a state-of-the-art facility to support the mission, the ahha Hardesty Center in the downtown Tulsa Arts District.

Position Summary:
The Marketing & Communications Manager contributes to the success of ahha Tulsa by effectively creating and implementing integrated marketing campaigns; developing storytelling and editorial content across all platforms including social media, website, and email; and supporting marketing, advertising, and all promotional activities at ahha Tulsa. This position works closely with staff members in every ahha department, in a team-based environment.

Essential Duties and Responsibilities:
Other duties may be assigned in keeping with the mission of ahha Tulsa.

• Acting as ahha storyteller, learns ahha’s programs and events and creates compelling editorial content to communicate messages and value propositions to the community.
• Functions as a digital journalist, documenting ahha events and programs with photos and videos and building a library of fresh, compelling content.
• Acts as lead organizer, scheduler, and content manager for ahha social media accounts, the ahha website, and email marketing campaigns.
• Strategically leverages ahha’s story and unique attributes to engage audiences, driving admission, program participation, and digital engagement.
• Assists with content development for fundraising campaigns and programs, in partnership with the Executive Director and Development department.
• Collaborates with artists, Arts & Humanities Council of Tulsa affiliates, and community partners to amplify their work on ahha’s digital platforms in support of ahha’s mission.
• Acts as lead organizer and content manager for ahha printed materials and signage, including at the ahha Hardesty Center and at Tulsa Mayfest.
• Assists with designing and tracking communications outcomes measurements and key performance indicators, documenting progress toward department and organization goals.
• Maintains relationships with media and community partners, facilitates earned media, drafts press releases, pitches stories, and coordinates interviews.
• Works with outside advertising, promotional, and public relations firms for specific projects and events, maintaining focus on ahha’s story and brand.

Ahha Values:
Employees of ahha must be committed to upholding the values of the organization: Self-Expression, Creativity, Education, Community, Collaboration, Diversity, Inclusion and Capacity Building.

Supervisory Responsibilities:
This position currently has no staff supervisory responsibilities, however the Marketing & Communications Manager may oversee the work of volunteers and contract staff on an as-needed basis.

Competencies:
To perform the job successfully, an individual should demonstrate the following competencies:

Continuous Improvement
• Works hard consistently and enthusiastically
• Displays original thinking and creativity
• Meets challenges with resourcefulness
• Develops innovative approaches and ideas

Integrity
• Accepts accountability for personal performance and behavior
• Admits and takes responsibility for correcting mistakes
• Represents collective interests over personal gains

Teamwork
• Able to establish and maintain effective and professional working relations with coworkers
• Relates well to all kinds of people, building rapport with diplomacy and tact
• Shows empathy and respect towards others

Customer Service
• Deals courteously and effectively with the public at all times
• Responds promptly to customer needs
• Solicits customer feedback to improve service
Safety and Security
- Adheres to all safety regulations and policies and maintains a safe and productive workplace for visitors, program participants and fellow employees
- Reports potentially unsafe conditions

Project Management
- Develops project plans
- Coordinates projects and communicates changes and progress to the team
- Completes projects on time and budget

Leadership
- Displays passion and optimism
- Inspires respect and trust
- Serves as a role model for employees, embodying ahha’s core values
- Mobilizes others to fulfill the ahha mission and vision
- Accepts feedback from others
- Gives appropriate recognition to others

Business Acumen
- Understands business implications of decisions
- Works within approved budget
- Develops and implements cost saving measures

Qualifications
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience
Bachelor’s degree from college or university preferred in Marketing, Communications, Graphic Design, or related field; two to five years related experience and/or training; or equivalent combination of education and experience.

Language Skills
Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of ahha employees, managers, clients, customers and the general public.

Mathematical Skills
Ability to calculate figures and amounts such as discounts, proportions and percentages. Ability to apply basic concepts of algebra and geometry. Ability to
apply concepts such as fractions, percentages, ratios and decimals to practical situations.

**Computer Skills**
Requires experience with Social media networks including Facebook, Twitter, and Instagram; Adobe Photoshop, Adobe Illustrator, or similar design software; Microsoft Word; Microsoft Excel; Microsoft PowerPoint; Google Docs; Google Sheets; Google Slides; and Internet Browser(s)- Explorer, Chrome, Safari, etc.

**Other Skills, Abilities or Qualifications**
Ability to work evenings and weekends as needed. Ability to respond to emergencies during off hours.

**Physical Demands:**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires substantial walking; substantial standing, substantial sitting; substantial reaching with hands and arms; minimal climbing or balancing; moderate stooping, kneeling, crouching or crawling; substantial talking or hearing; minimal lifting up to 20.

**Work Environment:**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This work environment requires minimal wet or humid conditions; minimal work near moving mechanical parts; minimal work in high, precarious places; minimal work with or near toxic or caustic chemicals; minimal work with or around fumes or airborne particles; moderate work in outdoor weather conditions; moderate work with loud noise level.