



Position Announcement/Description  
**Midland Center for the Arts**  
**Midland, MI**

**Position Title:** Communications & Public Relations Manager  
**Supervisor:** Vice President of Marketing & Communications  
**Classification:** Full Time; Exempt  
**Last Updated:** September 27, 2022  
**Compensation:** \$48,000-\$52,000

**ABOUT MIDLAND CENTER FOR THE ARTS**

A cultural destination in the heart of Michigan, the Midland Center for the Arts is on a dynamic course of growth and change, including a \$47 million capital campaign and renovation that will allow the organization to recover from the floods of 2020 and create a state-of-the-art Center for art, science, history, education, and performance activities that benefit the entire region.

The Center's unique business and program model creates unusual and exciting opportunities: The Center features a four-story museum of science and art, a 1,500-seat proscenium theater and a separate 400-seat theater housed within an architecturally significant mid-century modern building, as well as an off-site history center comprised of historical homes and museum facilities. In addition to museum programming and performing arts presenting, the Midland Symphony Orchestra, a professional regional symphony, the Center Stage community theatre and choirs are all part of Midland Center for the Arts.

**POSITION CONCEPT**

Do you have a passion for storytelling, an inquisitive nature and excellent writing skills? The Midland Center for the Arts is seeking a Communications & Public Relations Manager to tell the story of Midland Center for the Arts to a local, regional, and national audience via public relations and in-house publications, and to serve as the primary writer for the organization. Under the supervision of the VP of Communications & Development, preparing stories, press releases, and other media, and upholding a high-quality relationship with the public.

**DUTIES AND RESPONSIBILITIES**

The duties of this position include, but are not limited to:

- Public relations:
  - Pitching stories
  - Writing press releases
  - Fielding media questions
  - Scheduling interviews and mediating with the press
  - Securing reviews, op-eds and other media as assigned
  - Monitoring photographers and TV crews at events
  - Proactively cultivating a wide variety of traditional and new media
  - Assisting with press/fulfilling social duties at performances and special events
  - Cultivating positive relationships within the community
- Obtaining, writing, and editing material as needed for event programs. This will include:
  - Project management
  - Organizing submissions/deadlines/print schedule
  - Writing original content as needed
  - Editing content, reviewing layout, and bringing the publication to completion on time for each issue

- Collaborating with staff to create a cross-channel communications strategy to include social media, virtual storytelling, emails, publications, and direct mail.
- Conceptualizing content and writing creative social media campaigns in conjunction with marketing coordinators.
- Expressing brand message and in conjunction with marketing coordinators, executing event, activity, and brand messaging for website.
- Working with VP of Marketing & Communications and marketing staff to write and edit copy for in-house publications, including programs, journals, brochures, and ancillary material.
- Working closely with Development team on grant requests as needed, including but not limited to writing narratives for specific grant applications and funding requests.
- Working closely with the Executive Team on messaging in support of specific campaigns and overall expression of brand.
- Assisting marketing team in developing promotional events and strategies.
- Writing and editing, or assisting in writing, messages from the President/CEO for use in making presentations and speeches, as requested.
- Writing position papers as needed for funding and project purposes.
- Creating (and possibly making) presentations regarding Midland Center for the Arts and its units for events, organizations, clubs, etc.
- Finding the stories that express the nature, impact, and programs of the Center and creatively expressing them in a variety of formats: video, social media, written form and in person presentations.
- Writing, proofreading, and editing communications material, both internal and external.
- Supporting overall efforts of the marketing and communications department, working collaboratively in a team environment.
- Assisting in overseeing communications in the event of a crisis or issue.
  - Working with senior leadership team to quickly and effectively develop appropriate communication tools to support managing the issue at hand, while safeguarding the organization's brand.
- Creating and implementing an annual series of speaking engagements across the region for members of the management staff to tell our story and ensure that we are visible within the community.
- Representing the Center in local arts and civic organizations and committees.
- Upholding the values and culture of the organization, adhering to all policies and procedures, and contributing positively to the organization's goals and objectives.

## **REQUIRED SKILLS/QUALIFICATIONS/EDUCATION:**

### **Essential Skills:**

The ideal candidate will be a(n):

- Strong writer and editor who is adept with various communication forms, including press releases, social media posts, newsletters, board reports, annual reports, memos, letters, and master key messaging
- Compelling storyteller who can identify, develop and polish engaging stories about our people and programs
- Fast yet error-free producer of content
- Self-starter, capable of spearheading independent projects
- Excellent time manager who sets and meets deadlines for both short-term and long-term projects
- Flexible multi-tasker who can move effortlessly between projects
- Proven Team Player with ability to work within an extremely collaborative department

### **Education and Experience Requirements**

- 4-6 years of experience in the Public Relations and/or Communication Field
- Preferred Bachelor's or higher degree in Public Relations or Communications

- Demonstrated experience in media relations and social media management

**Preferred Candidates will also possess:**

- APR certification
- ASANA or other project management tool experience
- InDesign, Photography and/or Videography experience a plus
- Experience planning full marketing campaigns
- Experience in an arts or non-profit organization
- Experience writing, editing and/or producing publications – brochures, journals, programs, etc.

**Other Requirements**

- All staff, volunteers, and interns must be vaccinated against Covid-19. Proof will be required prior to hire.

**Application:**

Email Cover Letter and Resume to Human Resources at:

[hr@midlandcenter.org](mailto:hr@midlandcenter.org)

**Deadline:** Open until Filled