

Kala Art Institute - Job Descriptions 2022

Job Title:	Communications and Development Manager
Department/Program:	Development
Accountability:	Executive/Co-Director
Hours:	36 hours per week/78 hours a pay period
Rate of Pay:	Salary (\$29/hour, \$54,288/year)
Benefits:	Comprehensive Benefit Program*

Kala Art Institute, a dynamic, non-profit arts organization in Berkeley, CA is looking for a **Communications and Development Manager**. This position specializes in marketing and fundraising and ensures Kala's communications, development, and programming goals are met. This multifaceted role balances a range of duties including promoting Kala's exhibitions and public programs, artist residencies, and education offerings, overseeing the website, email communications and social media, managing the annual art auction benefit, and managing individual and institutional giving initiatives. In collaboration with Kala's Co-Directors the **Communications and Development Manager** works with Kala's staff to foster, fund, and promote creative and welcoming artist and community programs. The right candidate will join Kala's commitment to equity, diversity, and inclusion and will be fully aligned with Kala's vision of nurturing a place of creativity, discovery, and mutual respect, celebrating diverse artists and art practices, and building opportunities for inclusion and belonging.

KEY RESPONSIBILITIES

Communications

- Develop and manage strategies, annual public relations and communications plan in collaboration with Kala's Artistic/Co-Director to increase Kala's visibility
- Develop, write, and edit content for production and distribution of print and electronic materials (website, email marketing, and social media, weekly newsletter)
- Write and distribute press releases to appropriate media channels
- Develop and expand media relationships and partnerships with community organizations
- Share, organize, and archive media PR, press coverage and program images
- Lead marketing meetings and cross-departmental posting on social media platforms; Create and post social media content (Instagram, FB, Twitter, LinkedIn)
- Create style guides and manage organizational branding
- Track metrics and analytics, create audience and participant surveys, and report findings
- Monitor website, ensure content is up to date and represents Kala accurately, work as a liaison with web developer
- Work with program directors/managers to highlight and share artists' stories and experiences creating work at Kala
- Work with graphic designer and program directors/managers to create digital and/or physical brochures across program areas

Development

- Work with Executive/Co-Director to develop + manage Kala's annual development plan
- With Co-Directors, design and lead annual art auction benefit
- Implement strategy for cultivation and stewardship of donors
- Develop corporate and community partnerships; nurture community relationships
- Create and implement events year round for donor cultivation and donor engagement
- Manage the donor database and write timely acknowledgment letters to funders, track payments and pledges, manage institutional relationships
- Manage the Friends of Kala Membership program
- Support Kala's grant writing efforts including research, developing proposals for grant requests, ensuring all deadlines are met.
- Assist with capital campaigns and capacity building
- Meet with community constituents, funders, donors, and local government to advocate for Kala and its many artistic programs

Additional Responsibilities:

- Participate in weekly staff meetings
- Participate in organizational long-term planning and serve on committees like strategic planning, auction planning, and other cross-departmental initiatives
- Provide support with programming and special events as needed
- Support recruitment and training of interns/volunteers; Supervise Interns and related projects
- This position requires working closely with all staff to achieve its goals.

REQUIRED QUALIFICATIONS, SKILLS & ATTRIBUTES

- BA and/or Masters degree in Art, Art Education, or related fields
- 5+ years of experience with non-profit arts organizations, artist residencies, museums, alternative art spaces or equivalent experience
- Experience working with artists and colleagues across various disciplines
- Strong commitment to equity, diversity, inclusion, and accessibility
- Strong interpersonal skills including active listening, conflict resolution, creative problem solving, and collaboration
- Highly organized and resourceful, with excellent time management and project management skills
- Strong writing, verbal, and computer skills
- Experience using Adobe Creative Suite, Google Drive, Excel, Filemaker, Artbase, and Wordpress; Familiarity with graphic design (InDesign/Illustrator), video editing and web development
- Knowledge and experience across social media platforms
- Sensitivity to and understanding of the needs and interests of diverse artists and participants
- Has an overall positive attitude, interest in learning, takes initiative, and is able to work well both independently and as a team member

OPTIONAL, DESIRED SKILLS

- Management and supervisory experience a plus
- Interest in and familiarity with contemporary art and all disciplines appreciated

HOW to APPLY

Applications due October 7. Interviews will take place in October. Please send a cover letter, resume, and three references (names, emails, and phone numbers) to Ellen Lake, Executive Director/Co-Director at jobs@kala.org with Communications and Development Manager in the subject line.

EOE STATEMENT

Kala Art Institute is an Equal Opportunity Employer and encourages diversity. Kala does not discriminate on the basis of race, color, religious creed, sex, gender, gender expression, gender identity, age, national origin, ancestry, disability, marital status, sexual orientation, military status, prior contact with the criminal legal system, or any other basis prohibited by law.

***BENEFITS INCLUDE**

- Medical insurance, dental and vision insurance
- Generous holiday, vacation, and sick leave
- Simple IRA plan with employer matching (after two years)
- Professional development funds provided (\$500/year)
- Access to Kala's studio equipment and discount on classes and workshops