



Job Title: **Director of Communications**
Department: Administrative
Classification: Non-Exempt, full-time
Hours: 40 hours/week plus occasional evenings/weekends
Reports to: Vice President of Development
Date: October 2019

SUMMARY

The Director of Communications is a newly-created position at the American Composers Forum (ACF). The primary role for this person is to champion the ACF's mission to advocate for today's composers through all media platforms available: social media, video and website content, emails, and possibly other digital platforms. By demonstrating the impact of participation in ACF programs as well as storytelling, shared articles, and thought pieces, ACF seeks to cultivate connections to composers and engage a broad audience in the work of living creative musicians. ACF is transforming its organization to better reflect and practice the racial equity it seeks to advocate for on behalf of creative artists and expanding the narrative to be more inclusive of marginalized voices is a key aspect of that work. Utilizing emails, physical products, and other marketing opportunities and partnerships, the Director will maintain a birds-eye view of ACF's organizational brand and equity commitment while also working collaboratively with staff to ensure effective promotion of fellowships, residencies, commissions, and professional development programs and highlighting the composers involved in them.

Day-to-day responsibilities include management of social media accounts including Facebook, Twitter, and Instagram plus oversight of an interactive and up-to-date website. The Director will seek opportunities to connect the impact stories of composers to ACF's equity advocacy. Reporting to the Vice President of Development and working closely with the President & CEO, VP of Programs and innova recordings team, the Director of Communications is a member of the senior staff and supported by the Development Systems Manager as well as the Manager of Membership and Board Liaison, both of whom report to the VP of Development. The successful candidate will be committed to advocating for the music of our time with a keen understanding of the use of different mediums to cultivate engagement through storytelling.

SIGNIFICANT RELATIONSHIPS

Internal

- President & CEO
- VP of Development and VP of Programs
- Program and innova Recordings Staff

External

- Board and Committee members
- Website Developer and Consultant
- Marketing and PR Consultants

- Graphic Designer Consultant

RESPONSIBILITIES

- Oversee and maintain ACF's communication mechanisms to ensure clarity on the organization's programs/mission, continued focus on racial equity, and engagement with musical creators through storytelling
- Plan and implement strategies for marketing and promoting ACF programs in collaboration with program and membership staff; coordinate efforts with innova album marketing and press relations; work with consultants when needed
- Direct social media strategy, striving to cultivate a digital community of musical creators and their collaborators and supporters, working with Manager of Membership
- Capture and communicate composer testimonials, community impact stories, and publications on issues such as racism, ageism, or sexism in our field
- Coordinate with a variety of artists/authors in the field to contribute to racial equity dialogue
- Maintain ACF website and ensure accurate, interactive information as main contact with website consultants, and with support from program, membership, and data systems staff
- Write press releases for major programs and special announcements
- Produce regular eNewsletter
- Produce occasional promotional materials such as postcards, brochures, and posters

CANDIDATE PROFILE

An ideal candidate is enthusiastic about ACF's mission and supporting creative artists. She/he/they has experience with composers and the music industry and can demonstrate three or more years of experience in online marketing and/or social media. Ability to coordinate multiple parties and capture information succinctly through various media platforms are important in this position. Strong computer skills, knowledge of MS Office applications and tools such as Adobe Creative Suite or Sketch, and some digital media experience a must; HTML/CSS/Javascript, Google Tag Manager and Google Search Console knowledge encouraged. Interest in video editing a plus.

Ability to work with a diverse group of individuals – whether artists, board members or supporters – is essential. We recognize that often the most exciting candidates do not apply for various reasons and strongly encourage applications from individuals who may be unsure if this is for them. (We may have other openings down the road too, and either way want to meet you!)

SALARY AND BENEFITS

The salary for this full-time, exempt position is \$55-60,000/year plus a competitive benefits package including health insurance, dental insurance, FSA, vacation, 403(b) retirement matching plan and pre-tax transportation program. We value the artistic and other life activities of our staff and welcome partial remote and flexible work hours. While we are a national organization, we value the opportunity to be based in Minnesota and the breadth of partners and opportunities here, so we invite applications willing to be primarily based in or near our home of St. Paul, Minnesota. ACF is able to offer a moving package to those currently living outside the Twin Cities.

The American Composers Forum strongly encourages individuals who identify as non-white race/ethnicity and/or other underrepresented identities to apply. We strive to be a diverse, inclusive, and equitable community with racial equity at the center and seek to attract candidates with similar

priorities. The ACF Board and staff are committed to continued learning and practicing principles to create and sustain a welcoming, dynamic, and inclusive environment.

TO APPLY

Please contact Bonnie Marshall, VP of Development, with any questions:

bmarshall@composersforum.org.

Timeline: Open until filled.

ABOUT AMERICAN COMPOSERS FORUM

The **American Composers Forum** (ACF) enriches lives by nurturing the creative spirit of composers and communities. Through commissions, grants, mentorships, performances, publications, residencies, and hosted gatherings, we provide innovative opportunities for composers and their music to flourish, and we link communities and composers through creation, connection, and engagement. ACF facilitates an ecosystem that reflects the diversity of our world, and we partner with a variety of creative musicians and organizations to develop the next generation of new music creators, performers, and advocates. Since March 2019, ACF has been centering racial equity in all of its activities, including a public Racial Equity and Inclusion Forum that featured musical creators and collaborators at the Twin Cities PBS station in September 2019. The organization is undergoing a comprehensive strategic plan and transformation over the 2019-20 season to respond the feedback and recommendations artists have offered ACF in its endeavors to both model and advocate for greater racial equity for music makers. Visit www.composersforum.org for more information.

By highlighting the individuals creating music through their unique stories and the impact of their art, ACF strives to demonstrate the relevance, vitality, and beauty of the musical experiences being designed and experienced across the country. Furthermore, we seek to shine light on those artists working on the fringe, the artists whose stories reimagine the word “composer,” and the transformations made possible through musical experiences. ACF is committed to being a welcoming and inclusive place for creative artists across racial and gender identities, musical languages, and communities – the Director of Communications will be responsible for ensuring that our commitment is consistently communicated across all of ACF’s platforms.