Marketing and Communications Manager

Position Title: Marketing and Communications Manager

Reports to: Director of Development and Communications

Position Classification: 32 hours per week, minimum. Administrative office hours can be flexible. The position requires 3 days in the office minimum (hybrid). A portion of office hours may be performed remotely as agreed upon with the supervisor.

Compensation and Benefits: $50,000-55,000 per year annually commensurate with experience. The GAI offers employer sponsored health and dental insurance, 13 paid holidays, paid time off (PTO) and sick leave, annual IRA bonus, and free class tuition. The GAI is closed Dec. 24-Jan 1.

Position Overview

The Marketing and Communications Manager serves as the lead communications team member to implement the GAI’s strategic communications plan and increase the visibility of the organization’s work and mission. Working with GAI Program Directors to implement the strategy to strengthen the GAI’s brand, the responsibilities center on expanding and strengthening the marketing activities for language services and events, to support reaching target goals for earned revenue, and increased visibility of the organization’s work and mission. This role requires a combination of attention to detail, excellent writing and editing skills, creative art direction and graphic design skills, and strong relationship-building skills.

The GAI embraces a culture of philanthropy, centered on the belief that the staff and Board of Directors are all part of the team responsible for raising earned revenue and visibility for the organization. We understand that communications is a collaborative effort built around cultivating relationships, a process that requires time and organization-wide support.

Work Environment & Culture

The Germanic-American Institute is in an exciting phase of visioning and growth. The annual operating budget has increased three fold in the past 10 years and is currently $1.5 million. The GAI board of directors and staff has set a vision for becoming the premier center for German language and cultural education in the United States. Candidates with a strong background or interest in German culture will find the position especially rewarding.

The Marketing and Communications Manager position allows for professional development and the strong sense of contributing to the growth and advancement of a leading cultural institute. At the GAI, we believe in and follow the following principles:

- Work-life balance, which includes flexible schedule options, healthy time-off and vacation options
- Stellar service to all organizational stakeholders
- Developing a sense of community among all who engage with the GAI
• Working with staff to hone their strengths and interests and giving them the latitude to be creative in achieving results-oriented success.

Duties and Responsibilities

Administration and Planning

• Management of GAI marketing/content calendar and organized, targeted marketing plans through GAI channels
• Serve as the lead staff member for off-site and non-GAI marketing and publicity activities in the community (ie festivals, promotional events, etc.)
• Execute activities in accordance with marketing plans while observing budget goals, negotiating and scheduling ad rates and purchasing
• Ensure adherence to the GAI visual brand standards through all communications

Content Creation

• Write and design monthly and bimonthly newsletter content and content for use across all GAI communications channels; research and select curated content from other German-language resources and institutes
• Manage writing, design, and printing of GAI Annual Report
• Serve as GAI webmaster managing content, updating, and ensuring accuracy of information while upholding GAI brand standards
• Write, design, and send email marketing, event-related and volunteer communications as needed such as email confirmations, acknowledgments, and post event surveys
• Take photos and manage stock photo assets

Design

• Manage all visual aspects of GAI branded communications; design and publication of materials such as print advertisements, program brochures, social media, event materials, special invitations, etc., working with design contractors and other external vendors
• Serve as the public relations contact to publicize GAI events and activities
• Post and share events and classes on community calendars and other local sites and publications
• Design materials for special projects including exhibitions
• Manage and generate a social media calendar and post content to GAI’s chosen platforms.

Qualifications

• Demonstrate excellent reading, writing and speaking skills. Maintain highest personal discretion of confidential data and documents.
• Communicate and build positive relationships with all GAI stakeholders of varying communication styles and backgrounds.
• Intercultural Competence and Commitment to Inclusion, Diversity, Equity and Access (IDEA): Ability to work with individuals of varied styles, perspectives, gender expression, race, sexual orientation, religion, ability, age, class and immigrant status
• Possess curiosity, creative thinking and problem-solving skills
The ability to manage multiple projects concurrently while working collaboratively

**Education and Experience**

- Experience with Adobe Design Suite, Canva, and/or other design and communications tools/software, CRM platforms, Microsoft Office, (with emphasis on Word and Excel), and Google Suite
- Education and Experience: Bachelor's Degree or higher plus 2-5 years non-profit and/or marketing and communications experience or comparable experience preferred.
- Strong graphic design abilities required
- German language proficiency preferred.

**Covid-19 Safety**

All employees of the Germanic-American Institute are strongly encouraged to be fully vaccinated against Covid-19 and to have received a booster.

**Equal Opportunity Employer**

The GAI is committed to acknowledging, addressing, and dismantling practices which impede progress. We are actively seeking a diverse pool of candidates and we welcome all applicants regardless of race, color, religion, national origin, sex, age, disability, sexual orientation or ancestry. The Germanic-American Institute is an equal opportunity employer, committed to fostering an inclusive environment. EEO/W/M/Veteran Disability

**How to Apply**

To express your interest about this opportunity, please email resume and cover letter to aleshovsky@gaimn.org with Communications Manager in the subject line. Applications will be reviewed as received but must be submitted by August 31, 2023.