



COMMUNICATIONS SPECIALIST

Foundation Summary

The Carl & Marilyn Thoma Art Foundation recognizes the power of the arts to challenge and shift perceptions, spark creativity, and connect people across cultures. We lend and exhibit artworks from our collection and provide grants to support innovative individuals and projects in our collection areas (Digital & Electronic, Post-War Abstract Painting, Spanish Colonial, and Japanese Bamboo).

In Chicago, we have a by-appointment exhibition space in West Town dedicated to presenting works from the Foundation's art collection.

In Santa Fe, we have a public exhibition space, Art House, where we have seasonal rotations of artworks from our collection and host related educational programming.

Position Summary

The Thoma Art Foundation seeks a full-time Communications Specialist to create, implement, and oversee the Foundation's outward-facing communications including, but not limited to, advertising, press, website, e-communications and various social media channels. Our Communications Specialist will also play a key role in instituting best practices for internal communications.

The Communications Specialist will be an integral part of realizing the Foundation's priorities and goals. The successful candidate enjoys working both independently and as part of a team and will have a genuine passion for public relations and marketing. Creating and building relationships is a vital aspect of the Communications Specialist position. We are seeking someone with media-savvy and a dynamic outgoing personality who enjoys and excels at connecting with people in writing, on the phone, and in person.

This position involves strategic and creative thinking with continual outreach to press, community leaders, and key professionals at major art institutions with the intention of extending invitations to openings, sharing news of our current activities, new programs, and acquisitions. Additionally, candidates need to generate new ideas to promote the foundation outside of traditional ad placement and sending press releases.

Periodic travel will be required to gain a better understanding of the culture and build relationships within the arts communities in which the Foundation wishes to expand, including New York and Chicago.

Responsibilities

- Proactively cultivate and steward press relationships in Chicago, Santa Fe, and nationally
- Network with art, cultural and philanthropic communities to foster relationships and potential partnerships
- Fine-tune and manage press lists
- Write and distribute press materials, including press releases and images
- Respond to press inquiries and provide art tours when requested
- Monitor and summarize media coverage and web traffic
- Manage Foundation's website and social media channels, including content creation
- Proactively manage Foundation-wide contact database
- Compose and send Foundation's monthly e-newsletter and regular e-blasts
- Create copy for advertisements and in-house exhibition collateral (labels and brochures) while

also working with outside graphic designer for larger design projects (graphic design skills a significant plus)

- Update Foundation information on local and national listings
- Develop advertising strategy related to exhibition and Foundation endeavors
- Direct special media projects related to Foundation's grant-making activity
- Grantee communication for cross-promotion and Foundation recognition
- Oversee Foundation branding materials and style guide

Qualifications

- Bachelor's degree in Communications, Journalism, Marketing or a related field
- Minimum five years of marketing or public relations experience
- Knowledge and passion for art and art history
- Self-motivated with the ability to execute on plans independent of direction
- Proven track record of successful editorial press placements
- Superior written and verbal communication skills
- Strong understanding of best practices in digital marketing and social media
- Creativity and confidence to propose new ideas
- Excellent attention to detail
- Flexibility and willingness to help wherever needed
- Demonstrated acumen with WordPress, MailChimp, and Adobe Creative Suite

Location and Hours

This position is based in Santa Fe but will serve the entire Foundation. Office hours are Monday through Friday, 8:30am to 5:00pm. Additional time required outside of office hours for art tours, visiting guests, and special events that may run into the evening or fall on weekends.

Compensation

Salary commensurate with experience. Health and vacation benefit offered.

To Apply

To apply, please send resume, cover letter and a relevant writing sample (500-word maximum) to: jobs@thomafoundation.org

Application deadline – February 15, 2019

Further information about the Carl & Marilyn Thoma Art Foundation can be found at: <https://thomafoundation.org>.