



AITAF

ARTS IN THE ARMED FORCES

Job Title: Communications and Marketing Coordinator

Reports to: Executive Director and Program Director

Location: 220 36th Street, Brooklyn NY 11232

Remote work is a possibility for the right candidate, who still should have the ability to travel into Brooklyn and/or Manhattan at least twice per month once COVID restrictions allow.

To apply: Applicants must submit a cover letter AND resume to hr@aitaf.org with the subject "Communications and Marketing Coordinator."

Arts in the Armed Forces (AITAF) seeks a full-time, mid-level Communications and Marketing Coordinator to utilize its current database and media assets to showcase the mission and elevate the visibility of AITAF's programs to both the civilian and the military community. This position will work closely with AITAF's Executive Director, Program Director, and Annual Fund Director.

Primary Responsibilities:

Annual Communication Planning: Together with the Executive Director, Program Director, and Annual Fund Director, develop an annual Communications Calendar that builds a brand aesthetic and showcases the mission and work of the organization to constituents.

Public Relations and Outreach: Coordinate various programmatic announcements and submit press releases, building relationships with representatives from target publications and broadcasts to help build brand visibility

Social Media Content Creation and Community Management: Monitor AITAF social media channels on a full-time basis, building relationships with followers, responding to outreach, serving as the voice of the organization, responding to general email and event inquiries

Managing AITAF Media Archive: Ensure proper organization and cataloguing of all of AITAF's media assets and storage; prepare pre-arranged press kits and materials; ensure proper permissions and credit are secured for all media – print, video, and photo.

Graphic Design: In coordination with outside contractors, ensure on-brand imagery and marketing materials are created for AITAF events, email marketing campaigns, and social media posts. (must have the ability to edit pre-designed content)

Website Maintenance: In coordination with AITAF's web developers, ensure that website is consistently updated and functioning properly; monitor web activity

Email Campaign Management: Maintain email mailing list integrity; compose, schedule and monitor email campaigns in coordination with annual communications plan

Collect and analyze Marketing Data: Together with Programming team, monitor event attendance, social media activity, and campaign response to assess marketing effectiveness and adapt as needed

Required Qualifications:

- Proficiency in Microsoft Office (Word, Excel); Adobe InDesign; Adobe Photoshop
- Proficiency in Google Docs, Forms, etc.
- At least 2 years direct experience in a marketing, communications, media, or public relations capacity (ideally for a non-profit or mission-adjacent organization)
- Excellent communication skills, on the phone and via email
- High level of comfort in the social media sphere
- Excellent proofreading and copy-editing skills
- Should be tech savvy and/or quick to learn how to use online platforms
- Ability to work independently
- Friendly, can-do attitude
- Excellent sense of discretion and diplomacy

Preferred Qualifications:

- A personal connection to the US Military and/or knowledge of the communication landscape within the military (retired military and military spouses are strongly encouraged to apply)
- A deep appreciation for or interest in the arts
- Graphic design expertise

Compensation: Salary ranges from \$45 - \$50K depending on experience, along with a competitive benefits package.

Estimated start date: February 1, 2021 or earlier

About AITAF

Arts in the Armed Forces was founded by Academy Award-nominated actor and Marine Adam Driver and actress Joanne Tucker in 2008, and its mission is to use the powerful shared experience of the arts to start conversations between military and civilian, service member and family member, the world of the arts and the world of practical action.

AITAF's core program consists of bringing readings of contemporary American plays and monologues presented by professional actors and actresses to military installations all over the world, free of charge. While on base, AITAF team members also take time to train in the specialty of the installation, so there is a true exchange between the artists and service members. Importantly, after each of AITAF's performances, the creative team interacts with the audience through a question and answer session as well as a more informal mingling period. Past participants have included Rachel Brosnahan, Laurence Fishburne, Keegan-Michael Key, Laura Linney, Mark Ruffalo, Michael Shannon, and Christian Slater, just to name a few.

AITAF began programming with one event in 2008, and by 2020, has reached over 13,000 members of our military and grown to a goal of 15 events per year. In 2018, arts programming expanded beyond live play readings to include film screenings and an annual \$10,000 award for military and veteran playwrights and screenwriters called The Bridge Award. In 2020, in the face of COVID-19 restrictions, AITAF pivoted temporarily to produce its film screening series virtually.

EOE Statement: *AITAF is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, sex, age, disability, predisposing genetic characteristic, national origin, citizenship, marital status, sexual orientation, uniformed service, protected activity (i.e., opposition to prohibited discrimination or participation in proceedings covered by the anti-discrimination statutes) or any other characteristic protected by law. To this end, all employment-related decisions are made on a non-discriminatory basis and in full compliance with federal, state and local laws prohibiting discrimination in employment. AITAF also provides reasonable accommodations to qualified individuals with disabilities upon request, or when made aware of such a need.*

AITAF recognizes the value of diversity in the workplace generally, and at AITAF in particular. It is the policy of AITAF to encourage and promote the recruitment of women, people of color and other under-represented groups. The intent of this policy is to broaden the pool of applicants for all positions, entry level and advanced, so that people from under-represented groups are made aware that these opportunities exist and that the workplace at AITAF is welcoming and inclusive.

www.aitaf.org

Instagram: @aitaf

Twitter: @aitaf

Facebook: facebook.com/artsinthearmedforces