



DIRECTOR OF COMMUNICATIONS

FLSA: Exempt, Full-Time

SUPERVISOR: Executive Director

SUPERVISORY RESPONSIBILITIES: None at this time

As the leading voice and ally of choral music in the United States, the American Choral Directors Association is dedicated to serving teachers and directors of choral music through education, performance, composition, and advocacy. ACDA is a 63-year-old, \$3MM membership association of over 12,000 choral professionals and industry partners nationwide. ACDA supports the choral profession through programming, festivals, workshops, symposia, choral program exchanges, international efforts, publications, peer networking, professional development, and conferences. Our entire purpose is to serve and support choral teachers and directors of children and youth choirs, community choirs, K-12 choirs, music and worship, and collegiate and professional ensembles. ACDA has made a commitment to access, diversity, equity, and inclusion (ADEI) and considers this work within the choral field to be central to our mission. With chapters in every state in the U.S., over 1 million choral participants are affected by the work of ACDA every year. ACDA has an 11-member, well-respected staff. The organization is located in Oklahoma City, Oklahoma.

POSITION:

Providing strategic direction on the organization's internal and external marketing and communications, the Director of Communications is responsible for ensuring that the organization is effectively reaching a broad spectrum of stakeholders, media, and partners. The Director of Communications is a key staff member and provides strong leadership in the development and implementation of key messages and communicates critical information that supports ACDA's mission and members.

ESSENTIAL FUNCTIONS & DUTIES: Create a lasting impression and connection with members and partners through oversight of all marketing and communications functions by:

- Serving as a key partner to all ACDA departments and advising the Executive Director on all matters related to ACDA communications.
- Designing and implementing strategies to support, sustain and grow membership in ACDA.
- Developing and implementing a communications and marketing plan that increases awareness of the work of ACDA, informs membership of the

activities of the association, and positions ACDA as the leading organization for choral directors in the country.

- Managing the organization's brand identity and implementing the style guide for consistent brand awareness.
- Creating compelling, diverse, and inclusive content for the organization's website, newsletters, and social media.
- Leading the development of content for ACDA's website.
- Managing ACDA's social media presence.
- Managing ACDA's ChoralNet information-sharing platform, including the cultivation of bloggers and support for moderators.
- Creating and managing the weekly and monthly e-newsletters
- Assisting with the development of membership campaign messages and materials to recruit and retain members, in partnership with the Membership Experience Manager and Executive Director.
- Assisting with the development and implementation of all membership communications, including those related to acquisitions, onboarding, retention, and reactivation processes.
- Assisting with the development of fundraising materials including solicitation mailings, social media campaigns, and grant applications, in partnership with the Executive Director.
- Employing the organization's AMS system (Fonteva) to its fullest extent in support of communication activities, including evaluating the system for future upgrades and/or changes and providing ongoing support to ACDA staff and members in the use of the AMS.
- Building accurate budgets for communication activities and technology and monitor the budgets at least quarterly for effective use of member dollars.
- Assisting the Publications Team in the solicitation of articles, supporting writers, assisting with editing, and promoting the content of these publications through other communication channels.

EDUCATION/EXPERIENCE

- Bachelor's degree in marketing, communications, journalism, public relations or a related field
- 3-5 years' minimum relevant work experience, in the arts, non-profit, education, and/or association fields

SKILLS & KNOWLEDGE REQUIREMENTS:

- Excellent written and verbal communication skills
- Experience developing and implementing online content
- Excellent planning and project management skills
- Ability to establish priorities and accomplish goals when there may be competing projects and deadlines
- Experience in utilizing an equity lens when communicating content and proven competence in ADEI messages and images

- Excellent interpersonal communication skills, especially in the management of volunteers
- Detail oriented
- Ability to analyze and solve problems creatively and strategically
- Polished presentation skills
- A positive attitude and earnest interest in being part of a service-oriented organization
- A collaborative spirit and the desire to develop strong ties with members, staff, and volunteer leaders.
- Committed to creating and supporting a diverse, equitable, inclusive workplace and organization
- An ability to be flexible and adaptable in an organization that is rapidly changing
- Basic graphic design
- Working knowledge of and proven experience in the following software:
 - MS office (Word & Excel)
 - Google (Drive, Calendar, Email)
 - Wordpress or other web-based CMS
 - Adobe Creative Suite and Canva
 - Email delivery and marketing platforms such as Constant Contact, MailChimp, or Padot

PREFERRED SKILLS & KNOWLEDGE:

- A deep appreciation for and/or personal connection to the performing arts, specifically choral or instrumental music.
- Prior experience in a member-focused organization
- Familiarity with AMS-Fonteva, Pardot and/or Salesforce platform a plus
- Bilingual in English and Spanish a plus

The above is intended to describe the general requirements for the performance of this job and is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements

POSITION DETAILS:

Work Location: This position has the option to be fully remote. ACDA is located in Oklahoma City, OK and has the ability for a physical office location in OKC, if desired. All of the ACDA staff currently reside in Oklahoma City but opt for remote work the majority of the time.

Work Schedule: The National office operates on central time with core work hours between 9am-5pm central, Monday-Friday. Some evening scheduling is required (scheduled in advance) to accommodate member programming, like webinars. Alternative schedules to be negotiated for team members who do not reside in central time.

Travel: Minimal travel may be requested

PHYSICAL REQUIREMENTS:

Must be able to sit six (6) to eight (8) hours. Must be able to communicate with internal and external stakeholders. While performing the duties of this job, the employee is regularly required to talk and hear. The employee is regularly required to walk, stand, use hands to finger, handle, or feel; and to reach with hands and arms. While performing the duties of this position, the employee is exposed to computer and video monitors, speakers, and multiple interruptions. During conferences, the employee is also exposed to loud noises and crowded locations.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

COMPENSATION AND BENEFITS:

- Salary range is \$50,000-\$65,000
- ACDA offers fully paid medical, dental, vision, and long term disability insurance. Additionally, ACDA makes an employer contribution of 9% into a 403b retirement fund for the employee.

TO APPLY:

Please visit <https://acda.org/about-us/acda-careers> to apply. No phone calls, please. The position will remain open until filled. While flexible for the right candidate, our hope would be that our new team member would be able to join our organization in the early Spring of 2023.

The American Choral Directors Association provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.