



American Choral Directors Association Communications Manager

About Us: Founded in 1959, the American Choral Directors Association (ACDA) is the nation's leading professional choral membership organization for choral conductors, choral music educators, composers, singers, researchers, and students. Our mission is to inspire and support excellence in choral music through education, performance, composition, research, and advocacy while fostering meaningful connections among those who enrich lives through singing.

Today, ACDA serves more than 13,000 members across all 50 states and around the world through a vibrant network of volunteer national, regional, and state leaders. As a member-driven association, we provide professional development, publications, conferences, research, leadership opportunities, advocacy, networking, and educational resources that support conductors and choral professionals at every stage of their careers. Through the work of our members, volunteer leaders, and staff, ACDA's impact extends to more than one million singers each year in schools, places of worship, community ensembles, and professional choirs.

As a \$5 million nonprofit organization, ACDA is committed to strengthening the choral profession while cultivating an inclusive community where all individuals are welcomed, valued, and empowered to participate. The Communications Manager will play a vital role in telling that story, connecting our members to the resources and opportunities that support their work, and amplifying the collective impact of choral music across the country.

About this Role: The Communications Manager is a new role and will serve as ACDA's communications strategist and storyteller. Reporting directly to the Executive Director, this position develops and implements integrated communications and public relations initiatives that advance ACDA's mission, strengthen member engagement, support conferences and events, and elevate the visibility of choral music.

Working collaboratively with national, regional, and state leadership, the Communications Manager provides strategic communications support, tools, resources, and consultation that enhance the efforts of ACDA's dedicated staff and volunteer leaders. This position is designed to empower and support staff and volunteers creating communications systems, templates, and advise on best practices for messaging and engagement across the organization.

The ideal candidate is an exceptional writer, storyteller, visual communicator, and strategic communicator who can effectively engage members, donors, volunteers, partners, and the broader ACDA community while managing communications across multiple platforms and audiences. Because ACDA is a member-driven association, success in this role depends on the ability to collaborate effectively with volunteer leaders, build consensus, and provide communications support that amplifies the work of others.

Essential Duties and Responsibilities

Strategic Communications and Marketing

- Develop and execute a comprehensive communications strategy aligned with ACDA's mission and strategic priorities.
- Use data and performance metrics to evaluate communication effectiveness, inform strategy, and continuously improve member engagement and marketing performance.
- Establish and maintain consistent messaging, branding, and communication standards across the organization.
- Collaborate with staff, volunteer leaders, and committees to promote programs, conferences, educational initiatives, advocacy efforts, and member benefits.
- Assist in developing and executing communications related to sensitive organizational issues, crisis situations, and reputation management.
- Serve as a communications advisor to the Executive Director and organizational leadership.

Regional and State Chapter Support

- Partner with leaders of ACDA's regions and state chapters to strengthen communications efforts and promote organizational alignment.
- Develop communication toolkits, templates, brand standards, and best-practice resources for volunteer leaders.
- Provide consultation and strategic guidance regarding conference promotion, member communications, and audience engagement.
- Support volunteer communications efforts while respecting and enhancing local leadership and creativity.

Conference and Event Communications

- Develop communications and marketing plans for national conferences and events.
- Support regional and state conference communications strategies and promotional efforts.
- Manage conference-related messaging across digital platforms.
- Collaborate with conference leadership regarding promotional timelines, attendee communications, and engagement strategies.
- Assist with conference applications, event platforms, and conference mobile applications as needed.

Content Development

- Develop and manage annual communications calendars coordinating organizational priorities, conference promotion, publications, fundraising, membership campaigns, and advocacy initiatives.
- Write, edit, and distribute organizational communications, including newsletters, announcements, donor communications, website content, press releases, and marketing materials.
- Develop compelling stories that highlight member achievements, organizational impact, and advocacy efforts.
- Ensure consistency in voice, tone, and messaging across all communication channels.

Digital Communications

- Manage and maintain ACDA's website and digital communication platforms with the support of the IT Project Manager.
- Develop and oversee email marketing campaigns and member communications.
- Utilize CRM systems and communication technologies to improve member engagement and organizational effectiveness.

- Evaluate and appropriately leverage emerging communications technologies, including AI-assisted content development, automation, and digital engagement tools while maintaining ACDA's artistic and editorial standards and voice.
- Create and disseminate the weekly association e-newsletter.

Social Media and Public Relations

- Lead ACDA's social media strategy and content development.
- Develop campaigns that increase engagement, membership awareness, and organizational visibility.
- Coordinate media relations and public-facing communications.
- Identify opportunities to strengthen ACDA's presence within the arts, education, nonprofit, and music communities.

Membership & Development Communications

- Collaborate with development staff and leadership to support fundraising, donor stewardship, and planned giving initiatives.
- Create donor-facing communications and campaign materials.
- Communicate the impact of charitable giving and philanthropic support.
- Develop membership campaign materials to increase new membership and recapture lapsed members.

Design and Creative Services

- Design digital and print communications materials consistent with ACDA branding.
- Create graphics and visual assets for newsletters, websites, social media, conferences, and marketing campaigns.
- Maintain and evolve organizational brand standards.
- Collect and organize conference assets so that all team members have ease of access

Measure of Success

- Success in this role includes:
 - Increasing member engagement across communication channels.
 - Providing responsive, high-quality communications support to staff and volunteer leaders.
 - Delivering strategic communications that support membership growth, conference participation, and philanthropic giving.
 - Building systems and resources that make communication easier and more effective across the organization.

Qualifications

Required Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Arts Administration, Nonprofit Management, Business, or a related field.
- Three or more years of professional experience in communications, marketing, public relations, or related work.
- Outstanding writing, editing, and storytelling abilities.
- Experience managing websites, email marketing platforms, CRM systems, and social media accounts.
- Strong design and visual communication skills.
- Ability to work independently and collaboratively within a remote environment.
- Excellent project management and organizational skills.

Preferred Qualifications

- Experience working within a nonprofit association, membership organization, arts organization, or educational institution.
- Experience supporting volunteer-led organizations or member/chapter-based structures.
- Familiarity with conference management systems, mobile event applications, and member engagement platforms.
- Knowledge of fundraising and donor communications.
- Knowledge of music education, performing arts, or arts advocacy.

Work Environment and Travel

- This is a fully remote position. Candidates may reside anywhere within the United States. Regular business hours are 8am-5pm central time, Monday-Friday with occasional weekend work during busy seasons.
- Occasional travel is required to support conferences, organizational meetings, and other ACDA-related events. Travel is expected to be limited but may include several trips annually. Travel is always scheduled in advance. The next travel opportunity is the 2027 National Conference in Minneapolis, MN scheduled for March 7-9, 2027.

ACDA Systems & Information

- ACDA currently utilizes the following applications. Knowledge of and experience with these applications is preferred but not required:
 - Wordpress
 - Adobe products
 - Canva
 - Mailchimp
 - Fonteva/Salesforce (AMS system)
 - Asana
 - Microsoft Office Suite
 - Google Workspace
- Examples of our current communications platforms and information
 - [ACDA.org](https://acda.org); our primary website
 - [ChoralNet.org](https://choralnet.org); an online hub for networking with the global choral community
 - [CLICK HERE](#) for our e-newsletter from August 5, 2026
- ACDA has one, fully in-print professional journal called the *Choral Journal*. Additionally, ACDA has an online research journal called the *International Journal of Research In Choral Singing*. These publications are led by the ACDA Publications Team. The Communications Manager may be asked, on occasion, to support content collection and asset collection but is not responsible for the creation or coordination of these publications.

Supervision

- This position reports directly to the Executive Director. This is an exempt position.
- This position has no direct supervisory responsibilities. Opportunities may exist to supervise interns or project-based support personnel as organizational needs evolve.

Compensation

- Salary range of \$60-\$65K per year.
- Employer retirement account contribution of 9%, without requiring matching or minimum contributions from the employee.
- Fully paid Medical, Vision, Dental insurance and Long-term disability
- Generous PTO with 17 days of PTO during the first year; increasing with longevity with the organization

To Apply

Go to www.acda.org/careers to start your application. You will need:

- PDF upload of your cover letter
- PDF upload of your resume
- Three (required) and up to six examples of your work that best showcase your skills **and** understanding of the job description and a brief narrative of the upload to help us understand your work.

The deadline for submission is September 1, 2026 for consideration. Interviews will be scheduled on a rolling basis until the deadline. You are encouraged to apply early for best consideration. ACDA does not use AI screening tools in our hiring process. Each application will be reviewed by our hiring committee.

We Encourage You to Apply

Research shows that many talented candidates are less likely to apply for a position unless they meet every qualification. If you're excited about this opportunity and believe you could be successful in this role, we encourage you to apply even if your experience doesn't align perfectly with every qualification listed. You are encouraged to address these items in your cover letter. We value a broad range of experiences, perspectives, and transferable skills, and we're looking for someone who will grow with our organization while helping us advance our mission.

Equal Employment Opportunity

The American Choral Directors Association is an Equal Opportunity Employer. We are committed to creating a workplace where all employees are treated with dignity and respect and have the opportunity to contribute and succeed. We recruit, hire, develop, and promote employees based on qualifications, merit, and organizational need without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, or any other characteristic protected by applicable law. We believe that diverse perspectives strengthen our organization, enrich our work, and help us better serve the choral community.

For questions, please email careers@acda.org. Please do not call or email ACDA staff directly related to this posting.