



# HUMAN RESOURCES DEPARTMENT

City of Burlington

200 Church Street, Suite 102, Burlington, VT 05401

Voice (802) 865-7145

Fax (802) 864-1777

Vermont Relay: 7-1-1 or 800-253-0191

## Communication Director Burlington City Arts

**POSTING DATE:** March 10, 2016  
**RATE OF PAY:** \$50,185/year  
**EXEMPT/NON-EXEMPT:** Exempt

**DEADLINE TO APPLY:** Open until filled  
**POSITION STATUS:** Regular Full Time  
**CLASSIFICATION GRADE:** 18  
**UNION:** Non-Union

---

**General Purpose:** The Communication Director will be responsible for developing, implementing, and evaluating an annual communication plan for Burlington City Arts. The communications plan is a significant component of the organization's overall strategic direction developed in collaboration with executive leadership. The Communication Director is an ambassador of the BCA brand and steward of these strategies that build awareness of, reinforce and strengthen the goals of Burlington City Arts and the City of Burlington.

### Essential Job Functions:

- Develop, implement and evaluate BCA's annual communication plan.
- Leverage available PR and communications opportunities to further advance the mission, awareness and community outreach for the organization.
- Manage the Burlington City Arts brand and uphold and maintain brand standards. Strengthen name recognition by building stronger brand identity and awareness.
- Propose, manage and oversee Burlington City Arts' advertising and marketing budget.
- Build and foster major media promotional relationships with top market venues, including but not limited to local print, radio and TV entities. Create lasting and evolving relationships that garner major visibility opportunities for BCA events and programming.
- Work with the BCA team to create a positive, informative visitor experience and collaborate with the Development Director to encourage financial support through awareness building.
- Create specific advertising campaigns for all media sources (social, TV, radio, print etc) including copy writing, production and ad placement.
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and BCA's websites.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Supervise the Art Director to achieve communication plan objectives. Supervise other employees and interns as necessary to fulfill BCA activities.
- Analyze the effectiveness of marketing and advertising for all programs, including but not limited to education activities, development activities, events and festivals. Support program staff in increasing audience/enrollment and maximizing income potential.
- Track and report analytical data as it pertains to audience development and respond and adapt online activity based on results.
- Maintain and update all media and marketing lists.
- Work with other City departments as needed to consult and provide marketing support on a project

specific basis, or for general needs.

- Chair the Communication Committee charged with evaluating, developing and advising on the effectiveness and strategies of the BCA Communication plan.

**Non-Essential Job Functions:**

- Performs other duties as required.

**Qualifications/Basic Job Requirements:**

- Bachelor's Degree in Marketing or related degree and five years of experience in communications, marketing and/or public relations required.
- Additional experience may be substituted for a degree requirement on a two-for-one year basis.
- Experience developing and implementing communications strategies.
- Ability to collaborate across departments, sectors and throughout the community.
- Ability to build relationships on behalf of an institution.
- Ability to solicit, receive and implement as appropriate feedback from the community.
- Ability to work in a Windows and Macintosh computer environment required.
- Understanding of design programs such as Adobe Creative Suite.
- Understanding of print processes and working with print vendors.
- Understanding of web and e-marketing products. Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.
- Ability to work evenings, weekends and holidays as required.
- Ability to multi-task and work in a fast paced, pressurized environment.
- (see added bullets above)Excellent written and oral skills required.
- Excellent organizational skills required.
- Ability to work closely with co-workers in a small office, often under pressure.
- Ability to provide guidance to student interns.
- Ability to creatively problem solve.
- Background and familiarity in the world of arts preferred.

---

**To Apply: Submit cover letter, resume and a City of Burlington Application to:** Human Resources Department, 200 Church Street, Suite 102, Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: [www.burlingtonvt.gov/HR](http://www.burlingtonvt.gov/HR) . The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

**WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.**