

## **Gateway Film Center**

### Job Description – **Manager of Marketing and Communications**

#### **Position Overview**

The Manager of Marketing and Communications is responsible for executing strategic and tactical plans designed to: support the Gateway Film Center mission, achieve budgeted sales goals, capitalize on market opportunities, generate demand for film center offerings, and manage expenses. The Manager of Marketing and Communications must be a positive leader, living the film center values while helping to achieve the Gateway Film Center mission. The Manager of Marketing and Communications will be part of an integrated, multi-faceted marketing department that builds brand awareness and reputation through connections with the central Ohio community and the film center audience, while supporting the other departments of Gateway Film Center.

#### **Internal and External Responsibilities**

##### Achieving Goals

- The Manager of Marketing and Communications will collaborate with the Directors of Marketing and Communications to establish and execute strategic and tactical plans that promote the mission of Gateway Film Center.
- Ensure marketing and communications tactics are in place to expand and grow the Gateway Film Center audience.
- Responsible for project management, execution and timely delivery of marketing tactics and collateral.
- Communicate effectively and provide, in a timely and accurate manner, all information necessary for the team to function properly and to make informed decisions.
- Deliver regular updates to the team regarding Gateway Film Center's achievement of financial, programmatic, and positive mission-driven marketing objectives.

##### Organizational Leadership

- Provide positive leadership and coaching to all staff and ensure activities are aligned with the mission and the strategic direction of Gateway Film Center.
- Facilitate cross-departmental collaboration and strengthen internal communications with staff throughout the organization; promote a positive, mission driven, multicultural work environment.
- Support the continued development and management of a professional and efficient organization and support effective decision-making and operational processes that will enable Gateway Film Center to achieve its objectives.
- Investigate new business opportunities, assist in the decision-making process and effectively articulate the benefits and outcomes to the film center team.

##### Financial Management

- Assist in the execution of strategic and long- and short-range financial plans to ensure the financial success and long-term financial sustainability of Gateway Film Center.
- Ensure that the budget and financial goals are adequately benchmarked against actual results.

##### Community Relations and Fundraising

- Serve as a Gateway Film Center representative to the organization's constituents, staff and the general public.
- Manage, as directed, special events for Gateway Film Center renters, staff and membership.
- Enhance the image of Gateway Film Center by being active and visible in the community and by working closely with and developing relationships with corporate, civic and arts leaders.
- Establish and maintain relationships with appropriate organizations, both locally and nationally, and utilize those relationships to strategically enhance Gateway Film Center's Mission.
- Support the execution of effective fundraising programs and initiatives for corporate, government, and individual donors.

##### Guest Experience

- Ensure the execution of comprehensive marketing and communications strategies that will promote the activities and programs of Gateway Film Center and maximize long-term revenue potential consistent with the organizational mission.
- Take a leadership role in the planning, preparation and execution of all film center events.
- Assist in the delivery of high quality and innovative programming that meets the needs and desires of the communities Gateway Film Center serves.
- Communicate regularly with the team, sharing the film center's mission, values and results.

#### **Reports to**

Director of Marketing, Director of Communications

#### **Minimum requirements**

- Undergraduate degree required
- 2-3 years of experience in marketing/communications role

Send cover letter and resume to [dcraig@gatewayfilmcenter.org](mailto:dcraig@gatewayfilmcenter.org)