

POSITION AVAILABLE

Position: **Communication and Outreach Director**
 Full-time, 40 hours/wk, Monday-Friday, with occasional evening and weekend hours
 Full health and vacation benefits
 Salary commensurate with experience

SOUTHERN EXPOSURE (SoEx) is an artist-centered non-profit organization that is committed to supporting visual artists. Through our extensive and forward looking programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists and youth in our Mission District space and off-site, in the public realm.

An active presence in the Bay Area since 1974, SoEx evolves in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provide visual artists with the tools and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

The Communications and Outreach Director position offers an excellent opportunity for anyone interested in working in a creative and dynamic non-profit visual arts/arts administration environment.

Position Description: The Communications and Outreach Director (C&OD) manages SoEx communications, marketing, and outreach. They oversee and maintain SoEx's newly launching website, weekly email newsletter development and distribution, social media, press contacts and related database, press releases, and timely posting of event and calendar listings. The C&OD manages the production of print materials, posters and postcards and works with designers to develop excellent and creative materials. They provide fundraising support for the Auction and Monster Drawing Rally events and develop support materials for proposals, grants and fundraising packages. The C&OD manages the internship and volunteer programs. They create and implement SoEx's annual communications plan and budgets and actively participates in organization wide planning. They manage SoEx's ongoing archive project, provide general administrative support as needed, manage specific project interns, order supplies, and provide support at events and programs. They are detail oriented, have strong communication, editing, and writing skills and serve as a key member of the SoEx team.

Communications/Marketing:

**Website:* Oversee and manage SoEx's newly launched website. Collaborate with SoEx staff to ensure timely updates with relevant and new information. Establish and maintain working relationships with developers and designers to support implementation of phases 2 and 3 of new site and maintain and upgrade site as needed.

**Emails and Distribution:* Ensure timely creation and distribution of SoEx email announcements with adherence to SoEx style guide; organize distribution of SoEx's promotional materials to city-wide locations.

**Print Materials:* Develop plans for the development of print materials and collaborate with staff to plan information for each piece. Create annual timelines and deadlines schedule for all print projects. Work with designers to create posters and materials that reflect SoEx's sensibility and commitment to creativity. Maintain relationship with mail house and printers. Support creation of in-house postcards, flyers and invitations.

**Editing:* Edit and review copy and writing for consistency, accuracy and adherence to SoEx voice. Pass edits back to writers in a timely manner and effectively communicate ideas and suggestions to staff and writers.

**Press Communications:* Gather information from program staff for press releases and develop press release drafts, coordinate program and organizational marketing and information materials, and create and update press kits. Manage distribution of press releases and calendar listings and manage online event postings. Maintain press review archive, digitize media history and maintain system for archiving press information online and in press binders.

**Press Database:* Maintain and expand SoEx's press list for accuracy and currency and help migrate data into newly developed CiviCRM online press database.

**Social Media:* Actively maintain SoEx's social media presence on facebook, twitter, instagram and related media. Produce effective information and write creative, frequent, and relevant updates.

**Intern Support:* Manage the communications and general interns and develop related projects.

Outreach:

**Outreach/Community Relations:* Manage outreach for cross-programmed events with partners, help with community outreach to develop new audiences and partners for SoEx, and serve on Visibility Committee.

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Position Description, continued:

**Internship Program:* Manage SoEx's Internship Program by serving as the point of contact for inquiries, intern applications and ensure effective placement of interns with related staff. Communicate timely with interested intern candidates, keep website up to date with opportunities, and screen potential candidates. Track intern records and archives.

**Volunteers:* Recruit volunteers for major SoEx events and collaborate with staff on volunteer needs for programs and related projects. Maintain volunteer data and update regularly. Effectively thank volunteers and establish excellent outreach and recruitment methods. Develop partnerships and relationships with local schools and organizations for the ongoing development of involved artists and new volunteers.

Development & Fundraising:

**Fundraising Events:* Assist with the Art Auction, Monster Drawing Rally and other fundraising events as needed. Support the SoEx staff in seeking sponsorship and donations from businesses, supporters, and artists, and serve on planning committees. Provide administrative support and work at fundraising events.

**Annual Fund/Membership:* Assist with membership events and all communications and outreach in collaboration with Associate Director and other SoEx staff.

**Proposals/Grants:* Provide support in the development of materials to be included in grant applications including assembling press and print materials and developing year in review reports and tracking annual activities and statistics. Support the development of materials for fundraising packets, sponsorships, and campaigns.

Archive:

**Oversee* the ongoing intern effort to organize and digitize SoEx's 38-year program history with the goal of publishing SoEx's program history online in the summer of 2013. Manage ongoing archive needs and digitization.

**Provide* support to maintain SoEx's physical archive housed at the 20th Street space and ensure staff adhere to archiving standards and systems.

**Hire* and manage SoEx's archive interns and ensure they are working towards stated archive project goals.

Advocacy, Planning, and Support:

**Serve* as an advocate of Southern Exposure's mission and act as a spokesperson to the public and media. The Communications and Outreach Director will enhance the reputation, role and recognition of Southern Exposure in the broader community, build and enhance relationships with artists, neighbors, members, donors and business sponsors by attending and organizing events.

**Create* and implement annual communication plan and budgets and actively participate in organization wide planning and assessment and retreats.

**Assist* in day-to-day operations of the organization and all related programs.

The **Communication and Outreach Director** reports to the Executive Director and works with all members of the Southern Exposure staff.

Qualifications: Applicants must possess Bachelor's Degree plus a minimum two to three years proven skills in general administration as well as in communications, marketing and/or development. Position requires strong communication, writing, editing, organizational, and computer skills. Artistic background and contemporary art experience preferred. Artists are strongly encouraged to apply. Applicant must be able to show personal initiative as well as be able to work collaboratively as a member of a team. Must enjoy working in an informal, creative, disruptive, and fast-paced environment. Knowledge of CiviCRM or other database programs, Microsoft Office, and Adobe Creative Suite. The Communications and Outreach Director will support the mission of Southern Exposure and maintain its diversity of experiences, cultures, professions, ages, genders and ideas.

To Apply: Send cover letter, resume, short writing sample, and names and phone numbers of three references to: Communication and Outreach Director Search, Southern Exposure, 3030 20th Street, San Francisco, CA 94110. Please do not submit applications electronically.

Opening date: April 24, 2013

Deadline to submit application: May 22, 2013 (Applications must be received in the SoEx office by 6pm on this date. This is not a postmark deadline.)

Projected start date: June 2013

Southern Exposure is an equal opportunity employer committed to diversity. Persons of color are strongly encouraged to apply.