



Title: Communications Associate (part-time)
Reports to: Deputy Director (Institutional Advancement)
Salary: \$30,000 DOE
20 hours a week (pro-rated PTO, no medical/dental benefits)

POSITION OVERVIEW

Destiny Arts Center is seeking a part-time Communications Associate to join a community of talented professionals dedicated to the power of the arts to transform the lives of young people, families, and communities.

Destiny Arts Center's mission is to inspire and ignite social change through the arts. For over 35 years, Destiny has been committed to supporting young people as they develop their skills as artists, global citizens, and advocates for peace in their communities and beyond. Through dance and martial arts, young people learn to perform and express themselves, overcome challenges, and connect with others. Destiny partners with over 40 schools and organizations each year to bring programs to young people. At our North Oakland arts center, we offer pay-what-you-can afterschool, weekend, and summer programs. Our work is focused on creating safe and inclusive spaces for creative expression: welcoming and caring for every young person who joins us, providing opportunities to learn, grow, and heal, and using movement arts to foster meaningful transformation in our young people and collectively in our communities.

The primary responsibilities of Destiny Arts Center's Communications Associate is to support the growth and awareness of the public's knowledge and understanding of Destiny's programs and mission, expand the organization's visibility locally and nationally, and develop and realize methods to communicate with our current audience and build new ones. Supported by a marketing strategy consultant, Executive Director, program staff, Marketing and Development Committee of the board and others as identified.

DUTIES AND RESPONSIBILITIES

- Execute cross-channel marketing and communications strategy for institutional and programmatic marketing to ensure audience development, increased enrollment, fundraising initiatives, and promotion of artistic programming.
- Create visuals and post content on all social channels, email communications, website and print collateral according to a marketing plan in collaboration with Destiny colleagues.
- Create and/or collect content from program participants, families, and partners in all programs
- Create awareness and demand, documentation, and livestreaming for Destiny events
- Oversee branding and messaging consistency across all platforms, channels and departments using style guide.
- Work to develop and amplify youth voice in Destiny marketing materials and communications.
- Lead the content management of the website, ensuring content is inline with current organization priorities, events and programs
- Work with marketing committee to align on site functionality updates and to flag website bugs/issues
- Maintain all social media and marketing accounts
- Manage email software and ensure quality of lists in collaboration with Development and Finance Associate
- Archive and maintain Destiny Media, collateral, and press files
- Provide digital assets based on outside requests



This position description does not promise or imply that the functions listed are the only duties to be performed or that the position may not change, or be eliminated.

SKILLS AND EXPERIENCE

- Superb written and verbal communication skills, excellent organizational skills, attention to detail, and ability to work both independently and with others.
- Familiarity with digital content management including knowledge of file formats for diverse publication platforms. Adobe software or other tools for image and video editing is preferred.
- A compelling and persuasive writer, an effective copywriter with a strong understanding of organizational voice.
- A commitment to the power of art as a vehicle for social change and youth empowerment.
- Excellent project management skills and comfortability managing multiple projects with different timelines
- Strong initiative and enthusiasm, and willingness to pitch in whenever needed.
- At least 2 years of experience in marketing or communications work in a professional environment with a preference for candidates with experience in social service, youth-focused, community health, and/or arts organizations.

APPLICATION PROCESS

Interested applicants should submit a resume and cover letter by email to careers@destinyarts.org (include “Communications Associate” in the subject line). Please note we will review applications on a rolling basis. The position will remain open until filled.

EOE STATEMENT

Destiny Arts Center does not discriminate on the basis of race, color, religious creed, sex, gender, gender expression, gender identity, age, national origin, ancestry, disability, marital status, sexual orientation, military status, prior contact with the criminal legal system, or any other basis prohibited by law.