

Communications Manager

Full-/Part-Time:	Full-time
Regular/Temporary:	Regular
Salary Range:	\$50,000 to \$70,000
Benefits:	Health, dental and vision insurance (company pays part of employee coverage), life insurance, long-term disability insurance and 403(b) match of 10% after the first year of employment
Immediate Supervisor:	Director of Engagement

Application Process/Deadline: To apply, send a resume (with references) and cover letter explaining your interest in the position to Marisol Gouveia, director of engagement, at hr@indianahumanities.org. Please include the name of the position you are applying for in the subject line. Applications are requested by **April 30** but will be accepted until the position is filled. Early applications are encouraged.

Description: Are you a highly motivated, creative individual with a passion for engaging with people in person and online? Do you enjoy serving as the voice of an organization on social media and helping it better reach its audiences? Do you have experience engaging with diverse communities? Are you a lifelong learner who wants to connect Hoosiers with more opportunities to think, read and talk?

If so, we want you to join the Indiana Humanities team as our communications manager. The primary responsibility will be to cultivate relationships through our social media platforms. However, this person will also play a key role in developing connections offline as well, using inclusive community engagement strategies and communicating with the public through a variety of methods – including staffing programs, presenting at community meetings, building relationships with the media, staffing booths at public events and more. The communications manager will be part of a strong and versatile team and work closely with all staff members – including those in communications, programs, grants and development.

Regular activities will include: designing and implementing strategies for growth and engagement on our social media channels, including content creation; writing copy for our monthly newsletters and press releases about our programs and grants; collaborating on the creation of



marketing and collateral materials; developing communications plans; meeting with and convening arts and cultural sector marketers; thinking critically about how best to engage and broaden our audiences statewide; contributing to grant and program development conversations; and more.

The ideal candidate is also passionate about the humanities (history, literature, civic education, languages, cultural studies, philosophy, ethics, etc.) and understands the challenges and opportunities facing Indiana.

Indiana Humanities is a statewide nonprofit dedicated to promoting the public humanities. We are a grant maker, a neutral convener, a facilitator, program partner and much more. We strive for an Indiana where the humanities belong to everyone, where action is rooted in insight and where community grows from conversation. Like all members of the Indiana Humanities team, this professional should be committed to our mission and exhibit our values of inclusivity, curiosity, community, creativity and partnership.

Responsibilities:

- Communicates with audiences statewide and develops strategies and tactics to reach various publics
- Creates content (posts, videos, etc.) for and manages all social media campaigns
- Helps identify, plan and manage other content needs for web, print, video and photography
- Creates press releases and builds relationships with media statewide
- Monitors trends in social media tools, applications, channels, design and strategy
- Analyzes key metrics and adjusts strategies as needed
- Works closely with programs, grants and development staff members to identify and develop communications strategies and opportunities
- Meets with arts and cultural marketers in Indiana to share best practices
- Provides communications tips, toolkits and tutorials to our partners
- Represents Indiana Humanities by participating in statewide, regional and local meetings to better understand community needs
- Strives to bring new, creative ideas to Indiana Humanities as a way to deliver interesting content – in engaging ways – to our audiences

Knowledge/Skills/Abilities:

- Is a self-motivated, collaborative, proactive, critical thinker
- Displays in-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.), their respective users and how each platform can be best utilized



- Is able to effectively communicate information and ideas in written, audio and video format
- Is comfortable speaking in front of audiences and on camera
- Is available for occasional travel within Indiana (reimbursed)
- Has flexibility to support occasional evening and weekend work
- Has an interest in the humanities and in helping provide Hoosiers with greater access to literature, history, conversation-based programming
- Is a team player with the confidence to take the lead and guide colleagues when needed
- Multilingualism a plus

Education and/or Equivalent Experience:

Holds a bachelor's degree in communications, public relations, marketing, journalism, English, history, public affairs or a related field **or** equivalent combination of education and experience
 Has 3+ years of experience

We realize there are great candidates who won't check all of these boxes, and we also know you might bring important skills that we haven't considered. If that's you, don't hesitate to apply and tell us about yourself.

Indiana Humanities is an equal opportunity employer, and our hiring process is inclusive of all genders and gender expressions, races and ethnicities, religions and sexualities as well as veterans and people with disabilities.

Indiana Humanities is following federal, state, local and CDC guidelines regarding COVID practices. Our offices are located near downtown Indianapolis in a lovingly restored historic home. Our office hours are 8:30am to 5pm. but we offer flexible working schedules to accommodate the professional and personal needs of our staff.

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Learn more about Indiana Humanities at IndianaHumanities.org