



Director of Marketing & Communications

Assembly for the Arts – Cleveland, OH

Full-Time | Senior Leadership Team

Hybrid | In-person and Virtual

Position Summary

Assembly for the Arts seeks a dynamic and strategic Director of Marketing & Communications Officer to lead a newly structured department that will amplify the organization's visibility, impact, and public engagement. Reporting directly to the President & CEO, the Director will oversee brand strategy, marketing, public relations, and communications across all platforms and initiatives. This role is central to advancing Assembly's mission through cohesive storytelling, audience engagement, and integrated campaigns that support advocacy, fundraising, programming, and organizational growth.

Key Responsibilities

Strategic Leadership

- Develop and execute a comprehensive marketing and communications strategy aligned with Assembly's mission, vision, and strategic priorities
- Serve as a thought partner to the President & CEO on public positioning, storytelling, and visibility
- Develop and manage thoughtfully executed marketing and communications campaigns intended to generate awareness, interest and engagement in Assembly and its programs, including advocacy, fundraising, and research
- Attend Board meetings, participate in Board committee meetings and report on the progress of marketing and communications initiatives

Branding & Messaging

- Steward Assembly's brand identity, ensuring consistency across all communications
- Refine core messaging for artists, arts organizations, donors, policymakers, media, and the public
- Oversee visual standards, tone of voice, and messaging hierarchy
- Develop a comprehensive style guide to establish consistent messaging of the institutional voice and brand across platforms and departments

Communications & Public Relations

- Supervise media relations, press strategy, and crisis communications
- Oversee institutional publications, talking points, and digital campaigns
- Manage or liaise with PR consultants or media firms

Marketing & Digital Strategy

- Manage the growth of Assembly's websites, social media platforms and email lists by developing engaging and relevant content, tracking and reporting KPIs across channels, and staying up to date with social media trends and best practices
- Identify key performance benchmarks related to reach, engagement, and impact
- Lead development of marketing strategies that support measurable growth across platforms



- Manage the development of marketing materials including all aspects from design to production (video, print, digital, brochures, email, website, and social media)
- Manage CRM objectives via customer relationship database and provide strategic consultation with other departments to provide data
- Recommend and implement methods for tracking progress toward goals, with flexibility in how results are shared
- Use insights to adjust messaging, targeting, or strategy as needed

Team Leadership & Management

- Build and manage a marketing and communications team (staff and consultants)
- Provide supervision for creative, technical, and strategic staff
- Prepare and oversee marketing budget and vendor contracts
- Foster strong, collaborative relationships with other departments

Fundraising & Events Support

- Partner with development to execute donor campaigns and sponsorship visibility
- Support major events such as the Arts, Place & Prosperity Summit and Public Officials Breakfast

Minimum Qualifications

- 6+ years in marketing, communications, or public relations
- Bachelor's degree in marketing, communications, or a related field, or equivalent experience
- Experience leading brand and communications strategy for mission-driven organizations
- Exceptional writing and messaging skills for diverse audiences and stakeholders
- Proven expertise in digital marketing, campaign management, and brand strategy
- Demonstrated strong leadership, project management, and people management experience
- Arts, advocacy, or nonprofit experience a plus
- Commitment to inclusion, accessibility, and equity

Compensation and Benefits

This position starts at an annual salary of \$80,000 to \$85,000 (negotiable based on commensurate experience). This position is full-time, exempt, has flexible work arrangements, competitive benefits, and paid time off.

Equal Opportunity Employer

Assembly for the Arts is an equal opportunity employer. Assembly does not discriminate on the basis of race, religion, heritage, gender identity or expression, disability, sexual orientation, or status in any group protected by law.

How to Apply

Please send resume and cover letter to positions@assemblycle.org with the subject line Position: Chief Marketing and Communications Officer by **July 15, 2025**.

About Assembly for the Arts

Assembly for the Arts, a 501(c)3 nonprofit organization, spearheads advocacy, cultural policy, racial equity initiatives, research, and cooperative marketing to elevate the region and offer a diverse portfolio of services for nonprofits, artists, and creative businesses. Assembly's goals are to "expand the pie" and increase equity in Cleveland's creative sector. More at www.assemblycle.org.