



Director, Communications

Organization: Creative Arkansas Community Hub & Exchange (CACHE)

Location: Hybrid of remote and on-site work; Northwest Arkansas

Direct Supervisor: Executive Director (CACHE)

Status: Full-time

Benefits: Full

Salary range: \$90,000 - \$120,000 (commensurate with experience)

Background

CACHE's mission is to work with creatives, communities, and organizations to empower a more inspiring, inclusive, and equitable Northwest Arkansas, with a focus on emerging, underrepresented, and underinvested pockets of creativity. CACHE's work provides resources to artists and artist communities to democratize access to the arts and increase avenues for financial security for artists, creatives and creative industry workers. CACHE focuses on infrastructure development, arts engagement and participation, grantmaking, data collection, advocacy and policy, and capacity building for the full Northwest Arkansas cultural sector, to create conditions favorable for local arts innovation. In addition, CACHE supports the elevation of Northwest Arkansas as a premier destination for the arts, with the goal of encouraging additional public support, cultural tourism, economic development and diversity, equity, inclusion, accessibility, belonging (DEIAB) best practices.

Summary of the Position

CACHE works in and between various sectors of the Northwest Arkansas community, creating connections between artists, creatives, nonprofits, municipalities, cultural institutions and funders to build a more equitable and inclusive region. As such, the Communications Director is responsible for articulating the mission and values of CACHE to its varied audiences and current and prospective partners. Recognizing the long-term inequities in the arts sector and the trust required to do our work well within our many communities, this individual must have a clear understanding of CACHE's full scope of work, and be the lead advocate for the CACHE brand. The candidate will lead systems building and narrative change work for CACHE to support a democratized arts sector and lead the long-term strategy to effectively tell the story of CACHE's work in the community.

The Director of Communications will work as part of a collaborative team for the first 18-24 months in an "all hands-on deck" capacity in a rapidly shifting environment as the organization - and its management capacity - grows and develops. This is a great opportunity for a seasoned communications expert and team leader with a strong background in strategy development and implementation, project management, advertising, and public relations. This position is full-time and occasional evening and weekend work may be required to manage social media content and responses - depending on how this individual manages their time and workflow.



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Responsibilities/Tasks

- Develop and implement a strategic vision for CACHE communications, marketing, and thought leadership efforts across all platforms (digital, social, editorial, traditional collateral, and publicity); weaving these efforts through the fabric of the organization
- Manage external consultants supporting brand and web development
- Design and implement a pilot organizational development and mentorship program to support NWA arts and culture nonprofits' communication efforts in coordination with CACHE staff in 2022
- Drive CACHE communication initiatives including announcements, events, and other content that tells a consistent, cohesive story
- Support the professional growth of CACHE team members in the Communications space
- Increase utilization of CACHE's online tools for the Northwest Arkansas arts ecosystem including the Arkansas Creative Calendar, Arts Resource Desk, CACHE newsletter, and industry-specific newsletters (e.g., film and media, music)
- Collaborate with other CACHE departments to develop communication and engagement strategies and content - e.g., CACHE-operated art spaces, research initiatives, capacity building initiatives, etc.
- Develop ongoing media leader relationships in the region
- Create and implement a strategic promotion plan to maximize media coverage of CACHE and the arts ecosystem of Northwest Arkansas as a whole
- Represent CACHE to the media and coordinate media requests (press releases, interviews, photos, videos etc.)
- Implement strategies to measure impact of digital and media campaign efforts
- Provide oversight and guidance to CACHE branding and logo usage
- Develop, implement, monitor and revise policies and procedures for CACHE Marketing and PR
- Supervise editorial and graphic design efforts
- Support the Executive Director and Operations Director to prepare and manage CACHE's annual Communications budget
- Be a strong member of the CACHE team, collaborating as needed to get work done

Qualifications

We recognize that people's lived experiences and motivations for entering the arts sector vary greatly. Given this, we are open to a wide range of experiences and educational backgrounds.

- 5+ years experience in a Marketing Communications leadership position or other marketing leadership role
- Dedication to best practices around diversity, equity, inclusion, accessibility, and belonging (DEIAB)
- Experience identifying, gathering, and reporting impact metrics, contextual trends, and opportunities
- Comfortable communicating with media, on and off camera
- Spanish language proficiency preferred



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A successful candidate would likely also:

- **Share CACHE's values of creativity, beginner's mindset, diversity and collaboration, integrity with humility and a passion for empowering artists and creative communities**
 - Value being a team player with a sense of collaboration and a commitment to teamwork
 - Treat other people with respect and resolve issues in a way that preserves and strengthens relationships
 - Engage comfortably in growth roles and delegation
 - Prioritize practical solutions-based thinking
- **Prioritize processes and results mutually, focusing on relationship building, listening and co-creation**
 - Respect partners of all types uniformly and view partners as peers
 - Integrate listening and findings into strategic communications decisions
 - Build partnerships in service to alignment, sometimes with unexpected allies
- **Practice detail orientation and system thinking**
 - Collect and streamline data for access and application
- **Communicate well:** in person, via phone, and through written communication
- **Be technology savvy:** highly skilled with Word, Powerpoint, Excel and can learn other programs - Submittable, Google Workspace, Monday - readily
- **Be committed:** Continual growth through ongoing professional development

Work Environment

Work is a combination of on-site and virtual, to align with the COVID-19 climate in Northwest Arkansas. The majority of the team will work remotely until such a time as deemed safe in the context of COVID-19 disruptions. The noise level in the work environment will be usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand and sit. The employee must occasionally lift and/or move up to 50 pounds.

How to Apply

Please email one PDF titled with your full name that includes your **cover letter, resume,** and **three professional references** (including relationship to applicant, years known, title and employer, and preferred contact information) to the CACHE team: team@cachecreate.org.