

MACLA/Movimiento de Arte y Cultura Latino Americana Marketing & Grants Director

Marketing & Grants Director—MACLA/Movimiento de Arte y Cultura Latino Americana is seeking a collaborative and enthusiastic *Marketing & Grants Director* who is interested in uplifting the impact of MACLA's work through effective communications strategies and grants to support our fund development efforts.

MACLA/Movimiento de Arte y Cultura Latino Americana is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art in order to engage people in civic dialogue and community transformation.

Position Description:

The *Marketing & Grants Director* shares the impact of MACLA's work through effective communication strategies and grants to support our fundraising goals. From writing press releases to grant applications or a social media post, you understand the importance of tone and how to communicate MACLA's story in an effective manner appropriate for each audience. You are inspired by MACLA's work and know the impact of strong communications combined with dynamic images is an opportunity to engage the public.

You will research and write corporate, foundation and government grant proposals, maintain the grants calendar, write and submit grant reports, organize digital grant files, and generate status reports. MACLA's current grants portfolio is comprised of 20-25 institutional funders whose annual investments range from \$5K to \$250K annually. As an enthusiastic communicator, you "get" MACLA and its niche in the arts ecology. You are organized, self-motivated, enjoy writing, have strong people skills, and think critically about your work.

The Marketing & Grants Director will:

Lead Institutional Fund Development Efforts (50% of time)

- Maintain the annual grant calendar
- Research new funding opportunities
- Write all grants in concise, grammatically correct English
- Steward the internal grant process for new and existing funders from pre-award preparation through implementation and close-out reporting
- Gather supporting documents and information from staff to develop proposals and write reports
- Prepare monthly grant/reporting status reports
- Participate in webinars, in-person meetings and support MACLA staff to nurture funder relationships
- Support *Latinx Art Now!* Sponsorships and other fund development duties as time allows

Lead Marketing Efforts (50% of time)

- Develop and implement MACLA communications plan with guidance from Social Impact Studios
- Collaborate with MACLA staff to develop key messages about programs and select dynamic images to reinforce messages
- Interface with external graphic designer, printer, mail-house and other vendors
- Develop a calendar of social media postings and support interns to implement
- Write, distribute, and follow up on press releases, social media, MACLA's website updates, and enews
- Seeks media, op-eds, and speaking opportunities for MACLA's executive director, staff and artists
- Strategize key audience targets (i.e. schools, universities, neighborhood groups, social or civic groups, etc.) and look to develop key partnerships, packages (i.e. dinner partnerships with local restaurants), group sales for ticketed events, etc.
- Track, archive, and report on MACLA media metrics

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Overall MACLA:

- Attend key MACLA programs; participate in meetings, conferences, and peer learning networks
- Participate in key organizational meetings, such as strategic planning, facility planning and Board meetings as needed

Requirements

The successful candidate will have a passion for marketing, communications, and grant writing, along with MACLA's mission and be characterized by initiative, problem solving ability, flexibility, responsiveness and personal accountability.

This person will:

- Combine strong organizational skills with a meticulous attention to detail
- Have superb interpersonal skills and the ability to communicate effectively
- Be a strong collaborator; be ready to help others on the smallest task or take initiative to solve a problem
- Demonstrate cultural competency and understanding of the local Latinx community

Qualifications:

- A bachelor's degree in one of the following areas of study: marketing, communications, advertising, journalism, business administration, or related field. Applicants who have equivalent experience without a degree are encouraged to apply.
- At least two years of professional experience in communications, marketing, public relations, or related field
- Proficiency in Microsoft Office 365, Salesforce, Vertical Response, and social media platforms
- Good follow-through on tasks, ability to handle multiple responsibilities and set priorities.
- Valid CA Driver's License and access to a vehicle
- Ability to lift 25lbs. at a minimum, sit at a desk for extended periods of time, etc.
- Strong writing, editing & proofreading skills along with excellent oral communication skills
Bilingual(Spanish/English) a plus
- Have a growth mindset and be interested in personal/professional development

The **Marketing & Grants Director** is a full-time, non-exempt position that reports to the Executive Director, is part of the development team and will work collaboratively with all staff members.

Compensation:

The annual salary for the *Marketing & Communications Director* is \$50K - \$65K depending on experience. MACLA offers a competitive benefits package which includes medical (Kaiser Permanente), dental (Blue Shield), paid holidays, vacation and sick time, along with professional development resources. Given the Santa Clara County Public Health orders, the position will start remotely and will work in MACLA's office in downtown San Jose when allowed.

To apply, send the following to HR@maclaarte.org with Marketing & Grants Director in the subject line.

- Cover Letter (specifically state how your experience and skills relate to the position)
- Résumé
- Professional writing sample (social media post, press release, article, etc.)

Application deadline: Until position is filled

Due to the high volume of interest, regrettably, we cannot respond to individual applicants. If you are selected as a potential candidate, MACLA will contact you to schedule an interview. **No phone calls please.**