



Position: RAM and RSO Marketing Communications Specialist
Reports To: Richmond Art Museum Executive Director and Richmond Symphony Director
Position Type: Exempt

RAM'S VISION

A community enriched through art.

RSO'S VISION

As an indispensable and integral part of the vibrancy of our community, over the next five years the Richmond Symphony Orchestra (RSO) will build an endowment of committed gifts that supports a minimum of one-half total annual expenditures. This will create financial sustainability and ensure the RSO continues to be an effective driver of economic development, making the region an attractive place to live and work for this and future generations.

RAM'S MISSION

To inspire a love for art through education, diversity, history, and culture.

RSO'S MISSION

The RSO shapes the cultural life of our region by delivering exceptional, inclusive musical experiences that enrich, entertain and educate.

RAM'S VALUES

Creativity - We embrace all forms of expression and encourage unique approaches that expand the perception of art.

Stewardship - We commit to responsibly celebrating and preserving art entrusted to us and to fulfilling donor intent for gifts.

Inclusion - We believe art should represent ideas and people of all races, religions, gender identities, genetic information, national origin, sexual orientation, economic status, age, and ability.

Collaboration - We actively prioritize working with others to unite and strengthen our community.

RSO'S VALUES

Our Commitment to Diversity, Equity, and Inclusion

- To support a full creative life for all, Richmond Symphony Orchestra commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable community.

The Richmond Art Museum and Richmond Symphony Orchestra is a dynamic and creative self-starter to assist in our marketing efforts for our two organizations.

POSITION SUMMARY

- Gather the materials necessary to understand the project and competition in the area such as literature or previous marketing campaigns; analyze these materials to determine the most effective communications technique.
- Based on assessment, drafts and proposes communications campaigns, which may include social media, video, website, print media, direct mail, and other multimedia.
- Presents design ideas and recommendations to the Executive Directors.
- Develop monthly social media content and graphics, including scheduling of posts.
- Composes draft press releases.
- Write blog posts and special communications as needed. We want to tell the stories of RAM/RSO and our donors.
- Collaborate with staff and contracted design firms on new ideas for community engagement.
- Manage your time, your work flow and projects.
- Evaluates success of campaigns when completed.
- Attends community events.
- Other duties as assigned by the Executive Directors of each organization

Our Ideal Candidate is:

- A creative and a writer, because you will be doing a lot of both.
- Demonstrate use of a wide variety of social media platforms (bonus if you have graphic design skills) and scheduling platforms.
- Able to take on multiple projects with ease and confidence
- Quick with data and reporting
- Good attitude, good work ethic, a team player.

Minimum skills abilities and knowledge:

- Minimum 3 years of professional work experience
- Bachelor's Degree or equivalent experience required
- An effective communicator, both written and oral
- Self-motivated, good organizational skills, detail-oriented, timely, ability to prioritize, multi-task and meet deadlines
- Working knowledge of G-suite, Microsoft Office, Canva, Zoom or Teams, Adobe Creative Suite, MailChimp and Eventbrite.

What you need to know about working at the RAM/RSO

- Confidentiality is key
- We are small but have a large impact on the community.
- You will be expected to manage your work day and projects.
- Full-Time Position of a Salary \$45,000. - 20 hours at RAM and 20 hours at RSO
- Benefits include a one-week paid vacation and the nearly two weeks off during the Christmas break paid. RAM/RSO are required to be out of the RCS building at a certain time during Christmas break.
- Full Time Employees will receive pay for legal holidays and they must work or take paid leave status if the scheduled work day immediately proceeding and following the holiday.
 - New Years
 - Martin Luther King
 - President's Day
 - Memorial Day
 - Independence Day
 - Labor Day
 - Thanksgiving Day
 - The museum is closed during Christmas and the schedule varies from year to year
- **Other thoughts for candidates to consider:**
 - This is not a remote position, but does have flexibility.
 - Working 20 hours a week for each organization. RAM will be the fiscal agent and your pay will come from the Richmond Art Museum.
 - Candidates should have a connection with or become very familiar with RAM and RSO.

MISSION CRITICAL FACTORS

Using Your Head Factors

Balances Stakeholders: Anticipating and balancing the needs of multiple stakeholders.

- Understands internal and external stakeholder requirements, expectations and needs.
- Balances the interests of multiple stakeholders.
- Considers cultural and ethical factors in the decision-making process.
- Acts fairly despite conflicting demands of stakeholders.

Cultivates Innovation: Creating new and better ways for the organization to be successful.

- Comes up with useful ideas that are new, better, or unique.
- Introduces new ways of looking at problems.
- Can take a creative idea and put it into practice.
- Encourages diverse thinking to promote and nurture innovation

Results Factors

Resourcefulness: Marshals resources (people, funding, material, support) to get things done.

- Orchestrates multiple activities simultaneously to accomplish a goal.
- Gets the most out of limited resources.
- Applies knowledge of internal structures, processes, and culture to resourcing efforts.

Plans and Aligns: Planning and prioritizing work to meet commitments aligned with organizational goals.

- Sets objectives to align with broader organizational goals.
- Breaks down objectives into appropriate initiatives and actions.
- Stages activities with relevant milestone and schedules.
- Anticipates and adjusts effective contingency plans.

People Factors

Collaborates: Building partnerships and working collaboratively with others to meet shared objectives.

- Works cooperatively with others across the organization to achieve shared objectives.
- Represents own interests while being fair to others and their areas.
- Partners with others to get work done.
- Credits others of their contributions and accomplishments.
- Gains trust and support of others.

Communicates Effectively: Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.

- Is effectively in a variety of communication settings: one-on-one, small and large groups, or among diverse styles and position levels.
- Attentively listens to others.
- Adjusts to fit the audience and the message.
- Provides timely and helpful information to others across the organization.
- Encourages the open expression of diverse ideas and opinions.

Owning Your Own Development Factors

Situational Adaptability: Adapting approach and demeanor in real time to match the shifting demands of different situations.

- Picks up on situational cues and adjusts in the moment.
- Readily adapts personal, interpersonal, and leadership behavior.
- Understands that different situations may call for different approaches.
- Can act differently depending on the circumstances.

Nimble Learning: Actively learning through experimentation when tackling new problems, using both successes and failures as learning fodder.

- Learns quickly when facing new situations.
- Experiments to find new solutions.
- Takes on the challenge of unfamiliar tasks.
- Extracts lessons learned from failures and mistakes.

ACTIVITY AND KNOWLEDGE REQUIREMENTS

Work Environment

- Normal accessibility of work site(s) required for the position.
- Normal exposure to cramped spaces, loud noises, dust, and work safety hazards.
- Normal amount of extended work hours required.

Physical Effort

- Prolonged periods of sitting at a desk and working on a computer.
- Normal physical strength to handle routine office materials and tools.
- Normal physical strength to handle 15-pound object, taking frequency into consideration.
- Normal dexterity of hands and fingers.
- Normal coordination, including eye-hand, hand-foot.
- Normal endurance.

Knowledge Requirements

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite or related software.

EDUCATION AND/OR EXPERIENCE

- Bachelors degree in Marketing, Journalism, Advertising, Communications, or related field.
- Three to five years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.