



JOB POSTING

Position Title: **Director of Communications and Digital Strategy**
Location: 645 Saint Nicholas Avenue, New York, NY 10030
Salary Range: \$90,000K - \$100,000K/annual

The schedule will be Monday through Friday 9:00 AM to 5:00 PM. This is a full-time, on-site position.

Harlem School of the Arts (HSA) seeks a full-time **Director of Communications and Digital Strategy** to play a critical leadership role in advancing the schools mission by driving digital marketing strategies, enhancing communication efforts, and developing digital collateral. This role manages the institutional branding, vision, and messaging integrated across all communication channels including print, digital media, web, social media, email applications, development communications, advertising, and public relations. The Director also ensures that the HSA brand is consistent in its visual identity and messaging. This is a full-time, exempt position which may require periodic weekend and evening work related to classes, performances, special programs, and events.

This role oversees Marketing and Communication strategy as well as analysis of Marketing and Communications metrics of the organization. It supports the activities related to earned income such as classes and workshops as well as activities related to contributed income such as development appeals and fundraising events. This position requires a strategic thinker, a creative visionary, and a strong collaborator to lead our digital transformation and amplify our impact in the non-profit arts education sector.

Key Responsibilities:

- **Digital Strategy:** Develop and lead the organization's digital marketing strategy, aligning it with the overall mission, goals, and target audience. Identify opportunities for growth and expansion in the digital space.
- **Online Presence:** Oversee the management and enhancement of the organization's website, social media platforms, email campaigns, and other digital channels. Ensure content is engaging, accurate, and consistent with the organization's brand and messaging.

- **Content Creation:** Lead the creation of compelling digital content (videos, graphics, articles, etc.) that effectively communicates the organization's mission, impact, and initiatives. Ensure content resonates with diverse stakeholders and fuels program registration.
- **Brand Management:** Maintain and enhance the organization's brand identity across all digital and offline channels. Ensure a consistent and impactful brand image that reflects the organization's values and goals.
- **Audience Engagement:** Implement strategies to engage and expand the organization's online and in person communities, fostering meaningful connections with supporters, donors, volunteers, community members, students, and beneficiaries.
- **Analytics and Insights:** Monitor and analyze digital performance metrics, generating actionable insights to continuously improve strategies, campaigns, and overall impact. Stay updated on digital marketing trends and emerging technologies.
- **Team Leadership:** Build and lead a dynamic digital marketing and communications team, providing mentorship, guidance, and fostering a culture of innovation and collaboration.
- **Collaboration:** Collaborate with other departments, including development/fundraising, arts program, community members, and external partners to align digital efforts and enhance overall organizational effectiveness.
- **Budget Management:** Manage the digital marketing and communications budget, ensuring efficient allocation of resources and optimal return on investment.

Required Skills/Abilities:

- Bachelor's or Master's degree in Marketing, Communications, or related field or equivalent experience.
- Proven track record of at least 7-10 years in Digital Marketing, Communications, or a related field, with a focus on strategy development and implementation.
- Experience in the non-profit arts sector or a passion for the arts is highly desirable.
- Strong leadership and team management skills, with the ability to inspire and empower a diverse team.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools, analytics, and content management systems.
- Strategic thinking, innovative mindset, and ability to adapt to changing digital & community landscapes.
- A commitment to the Harlem School of the Arts mission and values.
- Familiarity with Adobe CS and other various design and production tools
- Digital photography and videography a plus