



ARTS AVL JOB DESCRIPTION

Communications & Engagement Director

Full-Time | Hybrid/Flexible Work Environment

ABOUT ARTSAVL

Founded in 1952, ArtsAVL is the designated arts agency for Buncombe County and a leading arts and creative economy intermediary serving Western North Carolina. Through connection, advocacy, and grants, ArtsAVL works to strengthen the arts ecosystem, advance creative sector development, support recovery and resilience efforts, and ensure the arts remain at the heart of our communities.

ArtsAVL invests in artists, arts organizations, creative businesses, and community-based arts initiatives while serving as a convener, advocate, funder, and trusted partner for the region's arts and creative sector.

POSITION OVERVIEW

The Director of Communications & Engagement leads ArtsAVL's communications, marketing, membership, audience engagement, and earned revenue initiatives. As a member of the organization's leadership team, this position is responsible for advancing ArtsAVL's Connection focus area by increasing visibility, participation, and engagement across Buncombe County's arts ecosystem while supporting broader regional initiatives throughout Western North Carolina.

The Director develops and implements countywide marketing campaigns, oversees membership and audience development efforts, manages ArtsAVL's Creative Portal strategy, leads advertising and earned revenue initiatives, and serves as the primary steward of the organization's public brand and communications.

This position plays a critical role in connecting artists, arts organizations, creative businesses, audiences, partners, and stakeholders to information, opportunities, and one another. The Director works closely with the Executive Director and senior staff to align communications, engagement, advocacy, grantmaking, research, and recovery initiatives.

As ArtsAVL continues to evolve as both Buncombe County's designated arts agency and a trusted regional intermediary, the Director of Communications & Engagement helps ensure that arts and

culture remain visible, accessible, and integrated into broader conversations about community development, economic vitality, and recovery throughout Western North Carolina.

The position requires strong leadership, communications, marketing, sales, and customer service skills, along with experience managing digital platforms, audience development efforts, and revenue-generating communications programs.

PRIMARY RESPONSIBILITIES

Communications, Marketing & Brand Leadership (35%)

- Develop and implement ArtsAVL's communications and marketing strategy.
- Plan and execute countywide marketing campaigns that increase participation in arts and culture.
- Oversee ArtsAVL's brand identity, messaging, and public communications.
- Manage content strategy across websites, newsletters, social media, and marketing campaigns.
- Coordinate communications support for advocacy, grantmaking, research, recovery, and special initiatives.
- Track and report communications performance, audience engagement, and campaign effectiveness.
- Serve as lead staff for public communications and media coordination.
- Ensure consistent and effective messaging across all ArtsAVL platforms and programs.

Membership & Audience Engagement (20%)

- Lead ArtsAVL's membership program, including recruitment, retention, stewardship, and engagement strategies.
- Develop initiatives that strengthen connections among artists, arts organizations, creative businesses, venues, arts districts, and community partners.
- Oversee member communications, benefits, and engagement opportunities.
- Track membership participation, retention, and growth.
- Develop strategies to expand audience engagement and participation across ArtsAVL programs and platforms.
- Ensure membership remains a valuable tool for connection, visibility, and engagement within the arts ecosystem.

Advertising, Sponsorship Visibility & Earned Revenue (20%)

- Lead advertising strategy across ArtsAVL platforms, including the Creative Portal, newsletters, Arts Guide, website, and future opportunities.
- Develop and manage advertising products, pricing structures, and revenue strategies.
- Cultivate and maintain relationships with advertisers and marketing partners.
- Oversee advertising contracts, fulfillment, invoicing coordination, and reporting.
- Collaborate with the Development & Grants Director to align sponsorship visibility, advertising opportunities, and revenue goals.
- Support the development of new earned revenue opportunities that align with ArtsAVL's mission and strategic priorities.
- Track and report earned revenue performance.

Creative Portal Strategy & Platform Leadership (15%)

- Provide strategic leadership for ArtsAVL's Creative Portal and related audience engagement platforms.
- Oversee platform growth, user engagement, policies, and long-term development.
- Coordinate with technical contractors and staff to maintain platform functionality and user experience.
- Develop strategies to increase platform usage, visibility, and value to artists, organizations, and the public.
- Support future platform enhancements, integrations, and regional partnerships.
- Ensure the Creative Portal remains a trusted resource for arts information throughout Buncombe County and Western North Carolina.

Leadership & Organizational Support (10%)

- Manage ArtsAVL's general communications channels and ensure timely public response.
- Participate in organizational planning, budgeting, and strategic initiatives.
- Support fundraising, advocacy, grantmaking, and special projects as needed.
- Represent ArtsAVL at meetings, conferences, public events, and community functions.
- Contribute to organizational culture, cross-department collaboration, and continuous improvement efforts.

STAFFING STRUCTURE & SUPPORT

Reports To: Executive Director

Supervises:

- Communications Coordinator
- Sales Associate (primary supervisor is the Development & Grants Director)
- Interns, contractors, and temporary project staff as assigned

Works Closely With:

- ArtsAVL Staff
- Contractors and platform vendors
- Advertising partners and sponsors
- Arts organizations, artists, creative businesses, and community partners

QUALIFICATIONS

Required

- Bachelor's degree or equivalent professional experience.
- Minimum five years of progressively responsible experience in communications, marketing, audience development, membership management, public relations, advertising sales, or related fields.
- Demonstrated experience developing and implementing communications and marketing strategies.
- Strong written, verbal, and public communication skills.
- Experience managing multiple projects, deadlines, and priorities simultaneously.
- Excellent customer service, relationship-building, and stakeholder engagement skills.
- Strong organizational skills and attention to detail.
- Ability to work independently while collaborating effectively within a small, mission-driven team environment.
- Commitment to ArtsAVL's mission, vision, and values.

Preferred

- Supervisory or leadership experience.
- Experience working in nonprofit, arts, cultural, tourism, economic development, or community engagement organizations.
- Experience with earned revenue programs, advertising sales, sponsorship fulfillment, or membership programs.
- Familiarity with Buncombe County and Western North Carolina's arts and creative sector.
- Experience managing digital platforms, CRM systems, and audience engagement tools.

TECHNOLOGY SKILLS

Candidates should have experience with:

- Google Workspace
- WordPress
- Mailchimp
- Canva
- Hootsuite or similar social media management tools
- CRM systems (Little Green Light preferred)
- QuickBooks
- Website and marketing analytics tools

SCHEDULE & WORK ENVIRONMENT

This is a full-time position that generally follows a Monday–Friday schedule. Occasional evening and weekend work is required.

ArtsAVL offers a flexible work environment that includes a combination of in-office and remote work. Regular in-person meetings, events, and community engagement activities are required.

COMPENSATION & BENEFITS

Salary Range: \$75,000-\$80,000 annually, depending on qualifications and experience.

Benefits include:

- Health insurance support
- Paid time off and holidays
- Flexible work environment
- Professional development opportunities
- Paid parking (if applicable)
- Laptop computer and necessary accessories to support work responsibilities

Additional benefits are outlined in the [ArtsAVL Employee Handbook](#).

DISCLAIMER

This job description is intended to describe the general nature and level of work being performed. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required. Responsibilities may change based on organizational needs and strategic priorities.

APPLICATION PROCESS

To apply, please email a cover letter, resume, and three professional references to Katie Cornell at katie@artsavl.org. Please include the position title in the subject line. No phone calls, please.

EQUAL OPPORTUNITY EMPLOYER

ArtsAVL is an equal opportunity employer and is committed to creating an inclusive workplace. All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, genetic information, or any other characteristic protected by applicable law.