Join Our Team as the Marketing Manager at ICA San Diego!

Position Summary
ICA San Diego is seeking a dynamic and creative Marketing Manager to implement communications, advertising, audience-building efforts, and press relations for our organization. Reporting directly to the Director of Advancement, the Marketing Manager will play a pivotal role in promoting our mission and driving engagement within the community.

Responsibilities
- Develop and execute a comprehensive marketing plan in collaboration with the Director of Advancement, including email newsletters, social media strategies, and web content.
- Coordinate with various departments to gather information and materials for marketing materials such as press releases, web content, newsletters, and advertisements.
- Create engaging content for multiple platforms, including the newsletter, website, social media, email templates, and more.
- Collaborate with Graphic Designers to produce both digital and print collateral.
- Work closely with the Education department to market classes and camps.
- Maintain and update the icasandiego.org website, social media channels, and the ICA online shop.
- Assist in promoting audience-building events, partnering with the events team for event promotions, social media content creation, and public outreach.
- Plan and execute targeted marketing campaigns for exhibitions, special events, donor opportunities, and Education classes/camps.
- Oversee the production of collateral materials, including posters, postcards, banners, and brochures.
- Represent ICA San Diego at marketing and community meetings, distribute marketing materials, and promote ICA events, programs, and exhibits.
- Update and manage event listings and ICA San Diego information across various calendars and online platforms.
- Supervise marketing-related projects and tasks of ICA staff members in coordination with ICA leaders/managers.
- Promote coverage of ICA San Diego programs, events, and news in regional and national media, including magazines, newspapers, websites, and social media.
- Manage the advertising budget for radio and television advertisements.
- Draft and distribute press releases to a wide network, working with a PR consultant when needed.
- Handle media inquiries and requests.
- Provide media with necessary information, photographs/images, and credits/captions.
• Maintain an up-to-date press contact list.
• Invite and manage press during events.
• Track media coverage and organize the press archive.

Qualifications
• Bachelor’s degree in Communications or related field.
• At least 5 years of experience in marketing or press relations for a non-profit organization, or a comparable combination of education and experience.
• Excellent written and oral communication skills.
• Strong collaboration skills to achieve shared goals.
• Ability to write and edit content for diverse audiences.
• Effective time management and prioritization skills.
• Strong organizational skills to manage multiple projects.
• Discretion in handling confidential information.
• Proficiency in Wordpress, Mailchimp, Microsoft Office Suite, and/or Google Suite.
• Knowledge of Adobe Suite.

Preferred Qualifications
• 5+ years of experience working in marketing for a non-profit organization.
• Demonstrated experience designing and executing social media marketing strategies.
• Proficiency with CRM software like Salesforce and sales software like Shopify.
• Proficiency in Adobe Illustrator and Photoshop.
• Photography and/or video editing skills.
• Bilingual in English and Spanish.

Inclusion
At ICA San Diego, we are committed to fostering an inclusive, diverse, and accessible environment. We value the unique contributions of individuals from all backgrounds and do not discriminate based on race/ethnicity, age, disability, sexual orientation, gender identity, socioeconomic status, geography, citizenship status, religion, or any other protected class. We believe that collaboration and understanding thrive when cultures and communities come together. We are committed to providing reasonable accommodations for applicants and employees. If you require accommodations, please let us know by contacting us at jobs@icasandiego.org.

Schedule and Compensation
The Marketing Manager is a full-time, exempt position. The salary will fall between $64,500 and $68,000 per year commensurate with qualifications and experience. Benefits include $450
monthly toward medical insurance premiums through the ICA San Diego insurance provider, 120 hours paid time off for the first year, ten paid holidays per calendar year, staff appreciation days, discounts at select Balboa Park restaurants and shops, and free admission to member museums.

**How to Apply**

If you're ready to make a difference in the art community and create memorable experiences for visitors, we invite you to join our team at ICA San Diego. To apply, please submit an email expressing your interest in the position with a resume attached to jobs@icasandiego.org. We understand that a person's qualifications may not be fully captured in their resume and we encourage you to include a cover letter or any supplementary documents that highlight your relevant experiences, skills, or accomplishments that make you a strong candidate for the position.