

## **Director of Communications**

### **Virginia Center for the Creative Arts (VCCA)**

**Director of Communications:** The Virginia Center for the Creative Arts (VCCA) seeks an experienced, creative, and skilled communications professional to lead its communications, reporting to the Executive Director.

VCCA is a non-profit multi-disciplinary artists residency program of international scope with locations in beautiful Amherst County, Virginia, 150 miles southwest of Washington, D.C., and in Auvillar, an historic village in Southwest France. VCCA provides residential fellowships of two weeks to two months for **highly** accomplished artists to work free from the distractions of day-to-day life. Artists are provided private studios, private bedrooms and three prepared meals a day in the company of 24 other Fellows. Each year approximately 500 Fellows come to VCCA's two locations from 40 U.S. states and 15 other countries. They are accepted through a merit-based peer review process. VCCA has an annual institutional budget of approximately \$1.3 million.

**Purpose:** The Director of Communications develops and implements a multi-faceted communications strategy for VCCA, positioning the organization and its programs and events within the international art world, the national and regional philanthropic community, VCCA's loyal group of world-wide artist Fellows, and other key constituencies. The Director of Communications projects, protects and promotes VCCA's brand through written communication, graphic design, and digital marketing. The Director of Communications may work remotely (Richmond preferred) but spends at least one day each week at the Amherst location to be familiar with the program and work with on-site VCCA team members.

**Classification:** Exempt

**Reports To:** Executive Director

**Key Responsibilities:**

- Working collaboratively with the Executive Director and team members, develops and implements a comprehensive communications plan to maximize awareness of VCCA and its two locations, its events, programs, and Fellowship opportunities using relevant media.
- In partnership with the development staff, designs and produces persuasive development communications, including newsletter, annual report, and event invitations.
- Identifies and pursues opportunities to promote VCCA with the press and on social media.
- Maintains and updates content on the website and on social media to ensure dynamic positioning for VCCA.
- Manages relationships with outside vendors, including web developers and printers,

within project objectives and budget parameters.

**Position Type/Expected Work Hours:** full-time, with some evening and weekend hours for scheduled events

**Supervisory Responsibilities:**

**Qualifications and Experience:**

- 3-5 years of marketing and communications experience, preferably with an arts-related organization
- Superior written and verbal communications skills
- Considerable knowledge of and advanced skill in graphic design and art direction.
- Experience managing print and digital publications, including working with outside vendors
- Working knowledge of writing for the web and other new media
- Understanding of online analytical tools, social media platforms, and digital marketing practices
- Demonstrated ability to synthesize complex information into clear and effective communications
- Ability to lead and to work collaboratively as part of a team
- Strategic thinker, planner and implementer;
- Determined, self-motivated and goal-oriented with the ability to handle the responsibility of working remotely

**Education** - B.A. or B.S. degree or the equivalent.

**Work Environment:** Primarily indoors, office environment, although some work in outdoor environment in varying types of weather may be required.

**Travel:** travel required to attend board meetings both in and out of state

**Deadline for Submission:** Review of applications will begin immediately and continue until the position has been filled.

**Salary** - Commensurate with experience and capabilities. VCCA provides a competitive benefits package.

**Other** - Valid driver's license and vehicle is required; work-related mileage is reimbursed.

**To Apply:** Send letter of interest, including salary expectation, and resume to:  
vccaemployment@vcca.com.

VCCA does not discriminate in its hiring practices and actively seeks a diverse applicant pool.