



## JOB POSTING:

### Communications & Marketing Manager (Full-time, Exempt)

#### ABOUT A2SF:

A2SF champions performing arts, outdoor entertainment, and community spirit. In addition to a nearly four-week festival each June that attracts a diverse audience of over 80,000 people and offers over 200 concerts, art exhibitions, kids activities, spectacle, and film screenings, A2SF presents compelling experiences throughout the year.

Founded by Eugene Power, and established as a partnership between the City of Ann Arbor and the University of Michigan, early seasons emphasized classical music and theater, but have since become more popular and diverse in nature, encompassing a breadth of performance genres. Today, the June festival offers two concurrent series. The outdoor centerpiece at Top of the Park offers admission-free concerts, movies, open-air spectacle, and unique family attractions held along a beautiful U-M campus green. The indoor, ticketed series features world-class performances. A2SF continues to grow as a major year-round cultural leader in Washtenaw County and as an internationally recognized celebration of arts that enriches the cultural, economic, and social vitality of the region. Visit [A2SF.org](http://A2SF.org) for more information.

#### ROLE OVERVIEW

A2SF is seeking a strategic and results-driven Communications & Marketing Manager to shape and execute the organization's external communications and marketing. This role:

- Plans and manages a year-round editorial calendar.
- Creates compelling content, including short-form video, across platforms, including website, social channels, print, and editorial.
- Leads marketing for A2SF's 200+ annual events.
- Strengthens the organization's brand through media relations and community partnerships.
- Drives A2SF's use of analytics and is responsible for creating a holistic measurement strategy for marketing campaigns.
- Identifies and pilots new technologies (e.g. AI tools) to evaluate impact, create efficiencies, and continuously optimize strategies.
- Collaborates with the Development Director on fundraising campaigns and stewardship efforts that increase annual fundraising and raise awareness of the organization and its impact.

#### THIS JOB IS FOR YOU IF YOU...

**Have a keen eye for storytelling** – You know how to turn an event or idea into content that excites and inspires audiences.

**Navigate strategy and execution seamlessly** – You're comfortable shaping a big-picture communications plan while also drafting copy, editing assets, scheduling posts, or updating the website yourself.

**Thrive in dynamic environments** – You can juggle competing deadlines in the lead up to a major festival season while keeping campaigns on track and audiences informed.



**Communicate with clarity and confidence** – You express ideas clearly and confidently with a range of people, adapting your voice with ease to donors, press, and audiences alike.

**Are data-driven** – You get energized by using analytics and new tools to track engagement, measure efficacy (including A/B testing), and refine strategies in real-time.

**Are collaborative and adaptable** – You enjoy working with a small core team of 4 full-time staff where everyone pitches in to bring complex plans to life.

**Are passionate about the impact of the arts in community life** – You can communicate the value of cultural programming and take pride in connecting communities through shared experiences.

## KEY RESPONSIBILITIES

- **Contribute to ongoing planning, execution, and evaluation** of each festival season involving 200+ events, including the development and execution of marketing plans and budgets that drive attendance and revenue to both free and ticketed programs.
- **Lead storytelling and content creation across platforms and targeted campaigns;** manage social media; represent A2SF at select in-person events; and deploy audience engagement tools (e.g. surveys).
- **Analyze and report on KPIs** for event marketing, online engagement, web traffic, digital fundraising, and audience growth; refine strategies using analytics and new tools.
- **Oversee content on and updates to A2SF.org**, including creation of 200+ seasonal event pages and management of public inquiries through the [info@a2sf.org](mailto:info@a2sf.org) inbox.
- **Cultivate media and promotional relationships** throughout the community that support A2SF programs, maximize earned media, and increase brand awareness.
- **Manage seasonal contractors/vendors supporting marketing operations** (e.g. street team, artist bio writing, event page development, signage, and printed calendars production).
- **With the Executive Director, oversee all external communication** and media relationships, and help ensure consistency of organizational voice.
- **With the Associate Director, administratively support the Molloy Arts Internship Program** with direct supervision of at least one intern.
- **Collaborate with colleagues on** select office administration, master calendar coordination, and technology tools.
- **Represent A2SF to** donors, stakeholders, and the community at large.
- Additional responsibilities as assigned.

## CANDIDATE QUALIFICATIONS & CHARACTERISTICS

*The ideal candidate likely has the following characteristics:*

- Bachelor's degree or an equivalent combination of education and experience.
- Minimum 3 years of professional experience in marketing or communications roles.
- Knowledge of and interest in the performing arts and live events.
- Excellent communication skills (oral and written).
- Proven editorial and narrative skills; ability to align messaging across channels.
- Organized, detail-oriented; ability to be largely self-sufficient in managing administrative needs.



**TAKE IT ALL IN.**

- Knowledge of multi-channel, multi-format marketing strategies, with an understanding of various use cases of each approach.
- Comfortable balancing multiple deadlines; ability to independently build workflows in advance and respond to immediate needs.
- Technologically savvy with strong software skills including Google Workspace, Mac iOS, email marketing (e.g. Mailchimp), CMS (WordPress), design platforms such as Adobe Creative Suite or Figma, and social media platforms.
- Familiarity with AI tools for workflow optimization, and an interest in staying current with emerging technologies.

## **REQUIREMENTS**

This role is an in-office, full-time, 40 hours per week position. Evening and weekend hours will be required during the summer season (mid-June to mid-July, including the July 4 holiday) along with a valid driver's license and access to reliable transportation.

## **RELATIONSHIPS**

This role:

- Supervises a seasonal intern, marketing contractors, and vendors.
- Partners with the Associate Director on marketing and communication strategy, and with the Development Director on fundraising and donor stewardship communications.
- Reports to the Executive Director.

## **COMPENSATION & BENEFITS**

- Full-time, salaried, paid twice per month.
- Compensation: \$60-65k/year commensurate with experience and qualifications.
- Benefits: healthcare coverage (including dental and vision), generous paid time off, and an elective 403(b) plan.

## **APPLY**

To apply for this role, please email your resume as a PDF along with a brief, introductory note about your interest and qualifications to [jobs@a2sf.org](mailto:jobs@a2sf.org). Applications reviewed on a rolling basis, and the position will remain open until filled. Qualified applicants will be contacted within six business days to schedule an initial conversation.

A2SF is an equal opportunity employer. If you have relevant experience in communications or marketing—even outside the performing arts—we encourage you to apply.

## **Ann Arbor Summer Festival (A2SF)**

210 Huronview Blvd., Ann Arbor, MI 48103

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