



CONTENT MARKETING MANAGER JOB DESCRIPTION

WHO WE ARE & WHAT WE CAN ACHIEVE TOGETHER

The ChiArts Foundation is the philanthropic partner of The Chicago High School for the Arts (ChiArts) and is dedicated to supporting and nurturing arts education opportunities for current, future, and former students of the School. With a goal to raise over \$3 million annually, our work sustains ChiArts' Creative Writing, Dance, Music, Theatre, and Visual Arts conservatories.

The Content Marketing Manager is a relationship-driven, social-media savvy, and resourceful storyteller who will partner with Foundation staff, ChiArts faculty and staff, and ChiArts community members to showcase ChiArts stories through social media, blogs, videos, interactive media, and Foundation collateral.

The Content Marketing Manager manages ChiArts Foundation's content calendar, including the design, execution, and reporting of digital content. With the Director of Strategic Communications and Marketing's leadership, the Content Marketing Manager ensures that the Foundation's content stays current, consistent, and community-driven using an intersectional framework.

The role also supports the Director of Strategic Communications and Marketing in project and brand management to maintain and ensure collaborative partnerships with ChiArts teams spanning the Foundation and School.

WORKING AT CHIARTS FOUNDATION

The Content Marketing Manager reports to the Director of Strategic Communications and Marketing. ChiArts Foundation staff work remotely in Chicago, with the potential for a future transition to a hybrid model. The role requires weekly availability for onsite presence at The Chicago High School for the Arts (ChiArts) and other locations in Chicago as required for meetings and events.

The Foundation offers ample opportunities for employees to bring new ideas to the forefront. When you join the ChiArts community, you connect with hundreds of artists and leaders who all share missions of uplifting diversity, equity, and the next generation of leaders. The Foundation and School's partnership provides the Foundation staff with the best of both worlds: a small and mighty remote team where everyone is a thought leader and a School where the possibilities of in-person creative collaboration are endless. As ChiArts approaches its 15th anniversary and the Foundation celebrates its third, staff continue to build off of the brilliant minds that came before them while transitioning the Foundation into its next growth phase. The Foundation team prides itself on adaptability and accessibility, understanding that everyone learns and grows in different ways.



RESPONSIBILITIES & GOALS:

Content Creation (40%)

- Innovatively develop, design, and produce engaging video, photo, and text-based content for ChiArts social media, the Foundation's email marketing campaigns, website, and Foundation collateral.
- Stay ahead of social media trends, aligning content with our strategic marketing and fundraising plans.
- Collaboratively plan ongoing content with the Director of Strategic Communications and Marketing.

Content Management & Execution (40%)

- Schedule and align content across various digital platforms, ensuring consistency with our messaging and goals.
- Monitor and analyze digital engagement, adapting strategies to maximize impact.
- Regularly produce reports on digital metrics, optimizing our content strategy.

Project & Brand Support (20%)

- Actively contribute to a range of digital and print projects, in partnership with and directed by the Director of Strategic Communications and Marketing, including marketing materials, research, vendor relationships, reports, event communications, and mailings.
- Support the Director of Strategic Communications and Marketing in maintaining brand, style guide, and messaging consistency across the Foundation.

WHAT YOU WILL BRING

- 2-4 years of experience in content management, communications, or related fields, with a flair for creativity and digital storytelling.
- Proficiency in Google Suite, Adobe Creative Cloud, and various publishing platforms.
- Strong organizational, creative project management, problem-solving, and communication skillset.
- Experience and/or excitement to self-direct content marketing projects.
- A background in working with diverse communities developing sensitive and inclusive messaging.
- A passion for public education, the arts, and engaging creative communities.
- Applicants with social media management, video production, and graphic design experience are strongly encouraged to apply.



SALARY & BENEFITS

Offering \$50,000 annually, plus a comprehensive benefits package including medical, dental, vision, life and AD&D, disability, employee assistance program, flex spending account, and 403(b).

EXPECTATIONS ON WORKPLACE EXPERIENCE & EQUAL EMPLOYMENT OPPORTUNITY POLICY

We encourage applications from all backgrounds, especially those from marginalized communities. At ChiArts Foundation, we value inclusivity and diverse perspectives. If your experience doesn't align perfectly with every qualification, we still encourage you to apply!

ChiArts Foundation is an equal-opportunity employer. In all areas of employment, the Foundation applies this policy in accordance with applicable federal, state, and local laws. ChiArts began as part of a quest for greater diversity among Chicago's arts and cultural institutions, and the Foundation continues that mission by building holistic diversity at all levels, including staff and the board of directors. Our organization embraces and carries into effect the Illinois Human Rights Act and the Chicago Human Rights Ordinance.

HOW TO APPLY

Submit a cover letter and resumé to jobs@chiartsfoundation.org, naming files as "Lastname_Firstname_Document." Phone calls and traditional mail inquiries are not accepted.

VISIT US ONLINE

For more about our mission and impact, visit chiartsfoundation.org and chiarts.org.