



Marketing and Communications Director Success Map

Job Title: Marketing and Communications Director

Reports to: Deputy Director

Direct Reports: Graphic Designer & Creative Marketing Specialist; Digital Marketing & Content Coordinator

Position Overview: The Marketing and Communications Director leads efforts in marketing strategy, brand management, and communications, ensuring all marketing initiatives and outcomes are aligned with AcA's mission, vision, and ambitious growth plans. This role requires oversight of both high-level strategic direction and day-to-day execution, working in partnership with AcA's leadership to foster growth, drive engagement, and manage cross-functional initiatives.

Focus Area 1. Strategic Planning, Business Management & Analytics

Success Statement: The marketing strategy drives measurable growth and supports the continued expansion of AcA.

1. Lead the creation of a forward-thinking marketing strategy that supports AcA's multi-faceted operations, including programs, fundraising, and community engagement.
2. Build and implement processes, procedures, structures, and SOPs for the marketing department to ensure efficient operation and scalability.
3. Manage and direct the marketing budget, ensuring that resources are allocated effectively across AcA's departments and lines of business.
4. Ensure the marketing team tracks performance through data analytics, providing clear insights into the success of campaigns and initiatives.
5. Guide the implementation of A/B testing, audience segmentation, and analytics tools to measure and improve campaign performance across all marketing activities.

Focus Area 2: Communications & Brand Management

Success Statement: High-impact messaging strengthens AcA's brand and supports its growth, engaging diverse audiences across multiple platforms.

1. Lead communication strategies to elevate AcA's public image, ensuring alignment with organizational goals and consistent messaging.
2. Manage crisis communications, media relations, and public relations to protect and enhance AcA's reputation.
3. Oversee the creation of external content, including editorial calendars, copy, video scripts, and annual reports, ensuring alignment with strategic objectives and brand identity.
4. Maintain content quality and consistency across all platforms, reflecting AcA's diverse programs and services.
5. Empower the marketing team to execute creative projects while staying aligned with



the brand's vision and business goals.

Focus Area 3: Project Management & Team Oversight

Success Statement: The marketing team meets deadlines, delivers results, and supports organizational growth.

1. Act as a project manager, ensuring that all marketing initiatives are aligned with business goals and are executed with precision, on time, and on budget.
2. Foster a culture of accountability, collaboration, and innovation within the marketing team, ensuring alignment with AcA's growth initiatives.
3. Maintain transparency in project timelines and provide proactive feedback to ensure continuous improvement and effective execution.
4. Lead the development of marketing strategies that support the following departments within AcA: Community Engagement, Performing Arts, Visual Arts, Louisiana Music Museum, Louisiana Scoring Studio, and Arts in Education.

Focus Area 4: Fundraising Marketing

Success Statement: Marketing initiatives directly support AcA's fundraising goals, driving revenue growth and strengthening community partnerships.

1. Develop and lead strategic integrated marketing campaigns for fundraising, sponsorship recognition, and events, in close partnership with the Development Department.
2. Oversee the creation of donor communications, case materials, and stewardship efforts that align with AcA's growth targets.
3. Guide the marketing team in implementing campaigns that support fundraising and revenue generation goals, ensuring alignment with the Development Department's objectives.

Focus Area 5: Workplace Relationships

Success Statement: AcA has a cohesive team that supports one another and the mission of the organization.

1. Ensure open communication between the marketing team, senior leadership, and other departments.
2. Foster a collaborative team environment that encourages creative thinking and innovative solutions across all departments.
3. Prepare for and participate in regular staff meetings and training, as directed.
4. Other duties or special projects as requested by the Deputy Director

Qualifications

Experience:

- 5+ years of experience in marketing and communications; at least 3 years in a leadership role.
- Proven success in managing projects, overseeing budgets, and driving organizational growth through strategic marketing.



- Strong background in leading teams and executing cross-functional marketing initiatives.
- Experience in fundraising marketing, brand management, and content strategy

Skills & Abilities:

- Exceptional project management skills, with a proven ability to manage multiple initiatives and deliver results.
- Strong leadership abilities, including goal-setting, team oversight, and performance tracking.
- Expertise in digital marketing, social media strategy, content management, and analytics.
- Business-savvy, with the ability to align marketing efforts with organizational objectives across diverse business lines.
- Excellent communication and interpersonal skills
- Familiarity with AI tools to enhance marketing and communication outcomes is preferred

Compensation & Benefits

- **Pay Range:** \$55-65,000, pending qualifications
- **Employer Insurance Contribution:** 80% of Health Insurance; 100% Dental and Vision
- **Retirement:** Employer-matched SIMPLE IRA (3% contribution)
- **Membership:** Complimentary *Insiders Membership* at Acadiana Center for the Arts
- **Event Access:** Free admission for you and a guest to AcA events, when space is available
- **Work Environment:** Collaborative, fast-paced, mission-driven nonprofit