

Phoenix Art Museum is looking for a **Communications Strategist** to serve as the principal writer and project manager for all donor and fundraising campaign communications activities, including funding proposals, renewal letters, news releases, and related marketing collateral. Serves as the chief liaison to the Development Department, on behalf of the Marketing and Communications Division.

MAIN JOB DUTIES

1. Serve as the single point of contact (account manager) for fundraising professionals within the Development Department for all marketing, communications, and creative services requests and new communications projects.
2. Serve as the primary writer and project manager for major gift proposals and other collateral for individual donors and corporate giving programs, working closely with the Major Gifts Officer and the Sr. Corporate Relations Officer.
3. Support the development of news releases announcing major gifts, working closely with the Manager of Marketing and Communications and the Sr. Communications Specialist.
4. Serve as the primary writer and project manager for projects in support of the Museum's leadership annual giving program, Circles of Support, including marketing collateral, direct mail campaigns, donor impact reports, and event invitations, working closely with the Annual Giving Officer.
5. Serve as the primary writer and project manager for projects in support of the Museum's Membership program, including marketing collateral, direct mail campaigns, donor impact reports, and event invitations, working closely with the Membership Manager.
6. Support the development of news releases and develop content to assist in the promotion of the Museum's three major fundraising events.
7. Prepare content related to fundraising and campaign activities for the Museum's monthly e-newsletters.
8. Write stewardship reports and manage the development and design of those materials, working with the development officers and the Sr. Manager, Design and Digital Strategy.
9. Assist the Director of Marketing and Communications in the development of content for fundraising campaign materials, including campaign case materials, and other related collateral, including publications, web, donor presentations and proposals, campaign progress updates and formal correspondence;
10. Create multipurpose content about the Museum's general fundraising priorities and campaign-related content for use across multiple platforms, including reports for senior leadership, web, social media, email marketing, print collateral, and annual reports.
11. Manage a project calendar of all development events, deadlines and other necessary materials.
12. Cultivate relationships with partners in the Development Department to ensure shared success.

MINIMUM QUALIFICATIONS:

1. Bachelor's Degree in public relations, marketing, communications, journalism, English, or related field.
2. Three to five years' copywriting, development/fundraising communications, public relations, marketing, or related field, preferably in a non-profit or arts and cultural organization.

Knowledge of:

1. Writing for multiple platforms and media, including the ability to prepare materials for different audiences and purposes, including "ghost writing" for senior leaders, staff and leadership volunteers.
2. Best practices in editing and proofreading according to AP style, for both print and web.
3. Best practices in proposal development, incorporate the Museum's overarching mission and strategic priorities into a wide variety of subjects and appeals.
4. Project management, with the ability to manage multiple projects of varying complexity, with competing deadlines.
5. English language usage, including grammar, spelling, and punctuation while following the Associated Press style guidelines.

Skill and Ability to:

1. Communicate effectively both verbally and in writing.
2. Write in a variety of voices for different audiences.
3. Gather information by means of interviews and independent research.
4. Multitask on multiple assignments and remain highly organized and detail oriented, with persistent follow-up and an ability to handle shifting priorities with limited supervision.
5. Establish and maintain effective working relationships with staff across multiple Museum departments;
6. Prioritize a variety of projects and work under deadline pressure;
7. Develop copy for a variety of media, including such as strategic documents, proposals, formal correspondence, news releases, brochures, invitations and other event and marketing collateral.
8. Analyze communications situations and needs and recommend appropriate strategies and tactics.
9. Handle high-pressure situations in a calm, authoritative, and effective manner.
10. Ensure that projects are completed within budget limitations.
11. Proficient in Microsoft Office Suite, adept use of the Internet and email.

Submit cover letter, resume, and salary history with job code PAM-COMS to HR@phxart.org

Incomplete applications may not be accepted for review.

Job Status: full-time, regular, exempt

EOE