



DIRECTOR OF MARKETING + EVENTS

Key Position Details:

Department	Creative
Location	artHOME, 200 Mercer Street, Seattle, WA
FLSA Status	Exempt
Position Employment Status	Full-time, permanent
Position Location	60% onsite / 40% remote
Salary Grade/Range	Starting salary of \$100,000/annum
Reports to	Chief Executive Officer
Prepared/Revised Date	4/23/2024

Position Summary

The Director of Marketing + Events will oversee the internal Arts and Marketing teams (together, they are the Creative Team). They will be responsible for defining and implementing the organizational brand, marketing, and narrative vision across all platforms and events, while determining project specifications, budgets, and timelines to meet goals.

MARKETING -The MED will drive marketing strategy for Path with Art (PwA) across all platforms including print, digital, social, environmental, and multimedia. The individual in this role will be responsible for determining strategy and managing a team to execute cohesive brand representation of PWA across platforms and forms of media.

ARTS & EVENTS - The MED will also be responsible for the creative vision and experience for external events. They will manage the Arts Team's execution of programmatic events and the Creative Team's execution of projects in support of fundraising events. In supervising the Arts Team, they will also oversee the team's management of art inventory, documentation, and art sales within the organization.

Responsibilities (include, but are not limited to):

Marketing (45%)

- Develop organizational positioning strategy that increases visibility for and presence of PWA in the Arts and Arts & Health sector(s), both regionally and nationally
- Develop marketing strategy, working closely with senior leadership and stakeholders; create effective plans focused on growing the audience for our organizational services, sales, trainings, and events
- Manage Creative Team for the execution of all marketing strategies and campaigns, including asset development, messaging, socials, and web presence
- Manage marketing KPIs and provide reports to senior leadership regarding campaign performance, impact of current strategies, including recommendations as needed
- In partnership with senior leadership and Development Director, manage conception, development, and implementation of marketing plans and strategy, concepts, and promotional programs to drive donor interest and engagement
- Conduct cross-functional meetings to ensure organizational marketing needs are met, resolve challenges, and brainstorm possible solutions

Events (30%)

- Develop the strategy, direction, and work plans for PWA annual events from concept through to execution for programmatic and fundraising events
- Provide creative direction and communications that ensures brand and narrative continuity across all events
- Manage event workflow across the organization, engaging leaders and managers to ensure execution of all event-related tasks and projects
- Partner with the development team and external contractors for major fundraising events including: timeline, goals, vendor sourcing, expectations, and deliverables
- Manage cross-functional events team and budgets and ensure proper allocation of resources to maximize impact and ROI
- Manage KPIs and provide reports regarding program related events, including recommendations as needed

Management (25%)

- Directors at PwA are responsible for contributing to and communication of organizational strategy to their teams—indicating impact for their areas of work, setting clear expectations for success, and managing resources in alignment with goals
- Marketing Team
 - Team Members:

- Brand & Marketing Manager (BMM-Direct Report)
- Content & Communication Specialist (CCS-Reports to BMM)
- Communicate marketing goals and strategies with clear expectations for team to achieve results
- Arts Team
 - Team Members:
 - Arts Manager (AM-Direct Report)
 - Arts Coordinator (AC-Reports to AM)
 - Communicate strategic goals for production and success of organizational events. Support team with clear expectations for participant art management, art sales, and Arts & Cultural Partnerships.

Qualifications

A strong candidate will possess:

- 7-10 years developing successful marketing strategies and campaigns for emerging organizations and markets with demonstrated success
- Keen project management and organizational skills in directing cross-functional teams in support of a shared vision
- A passion for Path with Art's mission
- Strong interpersonal skills
- The ability to handle sensitive issues with integrity and confidentiality
- Proactive, results-oriented, problem solver, strong team player

Benefits

Path with Art provides the following for employees:

- 100% employer-paid healthcare coverage including vision and dental for employees
- 401K with 3% annual employer contribution
- 10 Paid public holidays
- Mental Health Day program
- Vacation starting at 15 days/year, scaling through service time at the organization
- 12 days of sick leave annually with year to year accrual
- Commuter Benefits

Who We Serve

We serve low-to-no income adults in active recovery from domestic abuse, homelessness, substance abuse disorder, mental health issues, and other trauma who are working to rebuild their lives. Our students are



referred to us by over 30 social service partners These include housing providers such as Plymouth Housing, the YWCA, and the Downtown Emergency Services Center as well as social service and mental health agencies such as the Community Psychiatric Clinic and Recovery Café.

Path with Art is an equal opportunity employer, and does not discriminate on the basis of race, color, national origin/ethnicity, gender identity, religion, sexual orientation, age or ability, or any other factor made unlawful under applicable fair employment laws.

Work Environment

Path with Art is currently working in a hybrid workspace, with staff generally working from home 2 days per week and in our office adjacent to Seattle Center 3 days per week. The Path with Art office generally operates 9am to 5pm Monday through Friday. However, this position will periodically require availability outside these hours and during the weekend.

Path with Art is an equal opportunity employer, and does not discriminate on the basis of race, color, national origin/ethnicity, gender identity, religion, sexual orientation, age or ability, or any other factor made unlawful under applicable fair employment laws.

Equal Opportunity Employment & Workplace Inclusion

Path with Art acknowledges that our society has been built on systems of oppression and exclusion. Transforming our place in these systems is integral to our core purpose of fostering the restoration and resiliency of individuals, groups, and society from the effects of trauma through arts engagement and community building.

In order to bring about our organizational vision of a world where arts access is available to all, we must acknowledge the ways in which we, too, are complicit in upholding systemic inequities, even as we seek to dismantle them. In our equity work we seek to disrupt all forms of systemic, historical, and structural oppression. We recognize that the road to creating meaningful and lasting change is long, and we commit to walking this path with creativity, connection, hope, and possibility.

To apply please send a letter of interest and your resume to [jobs\[at\]pathwithart\[dot\]org](mailto:jobs@pathwithart.org).