



## POSITION DESCRIPTION

**Job Title:** COPY AND CONTENT MANAGER

**Department:** MARKETING AND CREATIVE SERVICES

**Reports To**

**Direct:** MARKETING & CREATIVE SERVICES DIRECTOR

Dotted Line  
(if applicable):

**FLSA Status:** EXEMPT

### POSITION SUMMARY

The *Copy and Content Manager* produces all copy and content for The League's day-to-day communications, including its printed materials (mailings, course catalog, invitations, etc.); signage (printed and electronic); Mailchimp for internal communications; and, in conjunction with the Digital Communications Manager—The League's web and social media content as needed. In addition, this position provides copy and content support for League events (e.g. gallery programs, special events, Town Hall meetings, galas, conferences, etc.).

This position collaborates with the marketing and creative services team and helps manage requests from other League departments with the goal of:

- Publicizing the League's mission and offerings to internal and external audiences.
- Ensuring the quality of The League's day-to-day editorial and communication processes.
- Implementing and managing efficient processes to manage and deliver content across all non-social media platforms.
- Contributing to revenue-producing projects.

## JOB RESPONSIBILITIES

### Essential Responsibilities and Duties:

- Create, manage, and/or traffic all internal communications: e-mails, signage, front screen, postcards, invitations, online banner ads, etc.
- Contribute to the content and/or editing of The League's catalog by contacting administration and instructors to collect updated content (bios, schedules, policies, etc.). Keep track of schedule/price changes. Work with the teams art director in routing project for proofreading and approvals
- Proofread and edit The League's communication materials
- Support the updating of web content as needed (images and text)
- Provide copy/content support communications for press releases and The League's Annual Report
- Assist with strategy, content, copy in support of fundraising campaigns.
- Assist with survey copy targeted to the League community
- Act as a contact point and/or liaison for staff and/or Board members in need of communications assistance

### UNIQUE REQUIREMENTS OF THIS JOB

- Can work effectively with all departments of The League including Development, Exhibition Outreach, Student Affairs, Social Media, Programs/Workshops, Membership, the Gallery, the Board of Control, and the Front Desk team.
- Is efficient (fast and accurate); task-and detail-oriented; organized; self-motivated; and a team-player.
- Understands the greater priorities of the League.
- Can manage multiple time-sensitive projects at once.
- Is able to optimize time worked in the office as well as tasks handled remotely.
- Can streamline/systemize activities that occur on an ongoing basis (calendar emails, workshop emails, etc.), to reduce errors in material presented to the public

Job Qualifications	
Degree(s) Required/Preferred	B.A. desired; a degree in creative writing, journalism, and/or advertising communications a plus.
Years of Experience Desired	4+ years
Industry or Product Knowledge	Art Education; Advertising; Online Education
Computer Experience:	Mac and PC proficient, and skilled with Microsoft Office, Word Press, InDesign, Mailchimp, etc.