



Marketing and Communications Fellow

The August Wilson African American Cultural Center (AWAACC) in Pittsburgh, PA, is seeking a highly motivated and innovative Marketing and Communications Fellow to assist in promoting upcoming exhibitions and performing arts programs. This fellowship offers an exceptional opportunity for an emerging arts marketing professional to gain experience while working in a leading cultural institution dedicated to African American culture.

Fellowship Focus:

The Marketing and Communications Fellow will work closely with the Vice President, Institutional Advancement and the President & Artistic Director to build skills while co-creating key aspects of AWAACC's overall marketing and public relations strategy, while also serving as strategic lead for selected projects.

The Fellow will have opportunities to create content (photo, video, written), write key communications, analyze ROI, and aid in all the ways the team tells the AWAACC story and earns revenue needed to create transformative storytelling opportunities at the Center. The Fellow will learn to develop value propositions for AWAACC's diverse programs, across artistic genres, ensuring that the unique benefits and appeal of each program are clearly communicated to target audiences.

AWAACC is committed to providing inclusive, responsive, and groundbreaking arts experiences for all patrons.

Key Responsibilities:

- Collaborate with cross-functional teams to coordinate marketing initiatives and maximize audience engagement.
- Lead marketing strategy development and implementation for select projects and initiatives, suited to the Fellow's unique skills, interests, and passions.
- Work with designers to create marketing materials.
- Create, schedule, and edit select e-newsletters and e-blasts
- Assist with social media operations, such as posting, monitoring comments, engaging with direct messages, and reviewing analytics.

- Plan, organize, capture, and create photo, video, and written content and storytelling for social media, e-mail, press releases, and other communications channels
- Contribute to website development, updates and content management.
- Update press lists and keep documentation of press coverage
- Attend and engage in brainstorming, tactical, and strategy meetings.

Additional Responsibilities:

- Keep the AWAACC on the cusp of new marketing technologies, while retaining effective marketing techniques for a variety of audiences.
- Develop and execute both short and long-range marketing plans and programs.
- Continually evaluate the timely adjustment of marketing strategies and plans to meet the changing market and competitive conditions.
- Report on analytics and insights of social media, e-mail, advertising, and promotional efforts.
- Organize marketing archival materials and assist with digitization of archives
- Represent the AWAACC at community and professional events as assigned.

Qualifications:

- A degree in marketing, communications, digital media, public relations, or a related field, or professional experience.
- Strong writing, editing and communication skills.
- Good interpersonal and public speaking skills.
- Experience in social media management, digital marketing, and email marketing (Prospect2 or similar platform) is preferred.
- Experience with photography or videography, including video editing is a plus.
- A passion for contemporary African and African American art and culture.
- Ability to work collaboratively in a fast-paced environment with attention to detail.

About the August Wilson African American Cultural Center:

The AWAACC is a leading arts institution located in Pittsburgh, dedicated to celebrating and advancing the contributions of African Americans to American culture. Through exhibitions, performances, and educational programming, the AWAACC engages the community and promotes a deeper understanding of the African American experience.

Diversity Statement:

The AWAACC is committed to fostering a diverse and inclusive environment where artists, staff, and visitors feel valued and respected. We actively encourage applications from women, people of color, and individuals from diverse backgrounds to apply and contribute to our mission of promoting African American art and culture.