

Job Announcement

Marketing & Communications Manager

Full-Time | Rockville, MD

Starting Salary: \$55,000 + Excellent Benefits

VisArts is seeking a **strategic, creative, and collaborative marketing professional** to lead marketing and communications efforts across the organization. As our **Marketing & Communications Manager**, you will develop and execute campaigns that increase awareness, drive participation, and amplify the impact of VisArts programs, exhibitions, classes, camps, events, and community initiatives. You'll work closely with staff across all departments, while coordinating with external marketing and graphic design partners to ensure a consistent and compelling brand presence.

This is an exciting opportunity for a marketing professional who enjoys both strategy and execution, thrives in a collaborative environment, and wants to play a highly visible role in advancing a vibrant arts organization committed to creativity, accessibility, and community engagement.

Why This Role Is Compelling

- Lead organization-wide marketing and communications efforts for one of the region's most dynamic nonprofit arts organizations.
- Shape messaging and promotional strategies across classes, camps, exhibitions, galleries, events, residencies, and community programs.
- Collaborate with external marketing and graphic design professionals while serving as the internal marketing lead.
- Help increase participation, attendance, community engagement, and fundraising success.
- Work in a creative, mission-driven environment where your ideas and contributions have visible impact.

What You'll Focus On

Lead Marketing Strategy and Planning

You will develop and execute annual marketing strategies that support organizational goals across all departments and programs. You'll help identify opportunities for audience growth, community engagement, earned revenue, and donor engagement while monitoring marketing performance and return on investment.

Manage Communications and Content

You will oversee digital communications across multiple channels, including website content, email marketing, newsletters, social media, press releases, and promotional campaigns. You'll coordinate content calendars, develop compelling stories, and ensure timely, effective communication with diverse audiences.

Coordinate Marketing Partners and Vendors

You will serve as the primary liaison to VisArts' Marketing Consultant firm and Graphic Design Consultant, coordinating projects, campaign priorities, deliverables, and timelines. You'll help ensure marketing materials are strategically aligned, visually consistent, and delivered on schedule.

Partner Across Departments

You will collaborate closely with colleagues in education, galleries, events, artist programs, and the VisAbility Art Lab to develop customized marketing plans and promotional materials. You'll support major program launches, exhibitions, special events, and community initiatives throughout the year.

Strengthen Brand Awareness and Community Engagement

You will help maintain a consistent brand identity across all channels while cultivating relationships with media outlets, community organizations, and local partners. Your work will help expand awareness of VisArts and deepen engagement with audiences throughout the region.

Who We're Looking For

We're excited to meet candidates who bring:

- **3-5 years of marketing and communications experience**, preferably in nonprofit, arts, education, cultural, or mission-driven organizations.
- Experience developing and executing integrated marketing strategies.
- Strong digital marketing skills, including social media management, email marketing, website content management, and audience engagement.
- Excellent writing, editing, and verbal communication skills.
- Strong project management, organizational, and time management abilities.
- Experience using marketing analytics tools, Google Analytics, social media platforms, and Microsoft Office.
- A strategic mindset combined with a hands-on, solutions-oriented approach.
- Passion for the arts, community engagement, and nonprofit work.
- The ability to work effectively across departments and build strong collaborative relationships.

If you don't meet every qualification listed but are excited about the role, we still encourage you to apply.

Work Location & Schedule

- Full-time position based in Rockville, Maryland.
- Flexible schedule based on program, campaign, and event needs.
- Occasional evening and weekend attendance may be required to support events, exhibitions, and promotional activities.

VisArts is located in the heart of Rockville Town Square and is easily accessible via the Rockville Metro (Red Line).

Compensation & Benefits

- **Starting salary: \$55,000 annually.**
- Comprehensive health and dental insurance.
- Three weeks of paid vacation to start.
- Paid federal holidays and winter closure from December 24 through January 1.
- Accrued sick leave.
- Retirement plan contributions.
- Parking benefit.
- Professional development opportunities.
- Discounts on VisArts classes and camps.
- A creative, collaborative, and mission-driven workplace.

About VisArts

VisArts is a nonprofit arts center in Rockville, Maryland, featuring art classes and camps, four contemporary galleries, artist studios, residencies and fellowships, a supported studio program for artists with disabilities, and community outreach programs. We are a home for meaningful connection through creative expression, providing inclusive visual arts creation, instruction, and presentation. Each year, VisArts serves thousands of students, artists, and visitors through exhibitions, educational programs, artist support initiatives, and community partnerships.

To Apply

Please submit your resume and optional cover letter to careers@visartscenter.org. We encourage candidates to include **2-3 examples of marketing campaigns, communications initiatives, or promotional projects** that demonstrate their experience and approach to marketing strategy. Applications are reviewed on a rolling basis and the position will remain open until filled.

VisArts is an equal opportunity employer and strongly encourages candidates from all backgrounds, including BIPOC, AAPI, and LGBTQ+ communities, to apply.