Communications Manager

The Communications Manager supports the Baltimore Chapter of The American Institute of Architects (AIA Baltimore), Baltimore Architecture Foundation (BAF), and the Maryland Chapter of the American Society of Landscape Architects (MDASLA). Primary responsibilities include management of electronic and print communications, website, and social media, promoting the value of architecture to the public, and communication with members and the public. The Communications manager will also assist with coordinating events and all aspects of administration of a professional association, including assistance with marketing, grant writing, and membership outreach. This position requires an individual capable of managing multiple priorities and deadlines in a gracious, precise, and professional manner. Accuracy, attention to detail, independent and team work abilities necessary in a fast-paced environment.

The ideal candidate has an interest in architecture, design, and related fields, a passion for Baltimore's built and natural environment, culture, and communities, as well as experience in managing special events in a nonprofit organization setting. They are also highly organized and detail oriented, able to work individually and as part of a team, and able to diplomatically deal with challenging situations while exhibiting professionalism.

This is an Exempt position reporting to the Executive Director, and working with a collaborative professional team. The Communications Manager will be an employee of AIA Baltimore, a 501(c)6 nonprofit membership organization. AIA Baltimore is an Equal Opportunity employer. Please submit cover letter and resume to lhill@aiabalt.com.

Responsibilities include:

Communications and Marketing Coordination

- Plan, coordinate, and send AIA Baltimore, BAF, and MDASLA e-newsletters.
- Update and maintain AIA Baltimore and BAF websites.
- Create promotional materials for social media and website, ensuring that materials meet all organizations' branding guidelines.
- Develop marketing strategies for major programs, and conduct outreach and promotion through social media for all organizations.
- Write and send press releases, and maintain and build relationships with local media.
- Update and coordinate program information on website, and via online registration portals, and social media event pages.
- Maintain editorial calendars.
- Process analytics for social media, e-newsletter, and events.

Member Services Support and Communications

- Respond to member and public queries about events, programs, and services, and direct inquiries to other staff as appropriate.
- Provide support and attendance for meetings, events, and programs as needed.
- Provide electronic member services such as publishing member news and job announcements.
- Provide sponsor services including logo placement and editorial publishing.
- Manage communications and public relations with allied organizations.

Program and Event Support

- Create print graphics for events.
- Attend and provide staff technical support for programs, meetings and events as required, including videoconferencing, live streaming setup, and video sharing.
- Conduct public outreach and develop public outreach programs through the BAF.
- Assist with event scheduling at the Center for Architecture and Design, as well as coordination of programs to include event planning, marketing, communications, logistics and registration.
- Other duties as assigned.

Shared staff responsibilities:

- Provide outstanding service to members of all organizations and visitors of the Center for Architecture and Design.
- Answer basic questions about benefits and value of membership and services of the organizations.
- Promote a positive culture of mutual respect and collaboration among staff and other organizations at the Center.

Required Skills:

- Strong visual design sense and experience in graphic design
- A working knowledge of audiovisual systems
- Clear and concise written and verbal communication skills
- Ability to effectively communicate information and respond to questions from managers, staff, members, and the general public.
- Ability to use Microsoft Office Suite, Google Suite, Adobe Creative Suite, WordPress, Mailchimp, Survey Monkey, HTML, Zoom, YouTube, and working knowledge of database systems