



COMMUNICATIONS & OUTREACH ASSOCIATE

JOB DESCRIPTION

Role: Communications & Outreach Associate (Full-Time)

Description of Position: The primary purpose of this role is to both develop and execute the communications vertical of the organization, and utilize effective communication skills to find, bring forward, and engage a variety of stakeholder through the creation of highly effective proposals, reports, presentations, and much more. As Communications & Outreach Associate you will also be responsible for print and digital communications to showcase the organizational and programmatic vision, work, and impact. Furthermore, as an excellent communicator with a passion for working for our cause of enriching children's learning and development through art, you will be tasked with transferring your passion and excitement to stakeholders, helping establish meaningful and productive relationships.

Key Responsibilities: *(Include but are not limited to)*

- Develop and manage content for all social media handles
- Interview EdSparks Collective participants, ArtSparks program team, Creative Lab facilitators, volunteers, and various stakeholders to capture rich content for use in blogs, newsletters, etc.
- Write, edit, and create:
 - Blog posts
 - Newsletters
 - Fundraising proposals (with inputs from manager)
 - Content for fundraising and other campaigns
 - Pitch decks for presentations
 - Case studies
 - Annual reports
 - Press releases
- Design collateral (flyers, invitations, posters, etc.) for program-related outreach and events
- Capture and edit photos and videos at events
- Manage and update content on our website on a regular basis
- Support outreach efforts for our professional development programs
- Provide operations and logistic support to the team in organizing events such as our annual exhibition
- Identify and organize in-person and online events and other channels for speaking and sharing the organization's work

About You:

Personal Requirements

- Strong work ethic with a high degree of performance and self-accountability
- Proactive with a propensity to step forward and take initiative
- Meticulous attention to detail



- Strong interpersonal communication skills, with a high degree of empathy for people from all walks of life
- Ability to work on many different projects at the same time
- Ability to influence and motivate people through writing
- Curious and enthusiastic learner

Technical Requirements

- Undergraduate or graduate degree (any field)
- Fluent English speaker with excellent written and oral communication skills
- 1-2 year's work experience with communications, content creation, marketing, and/or PR
- Strong design sensibilities with the ability to quickly embrace and utilize ArtSparks brand aesthetics and guidelines
- Basic graphic design skills
- Understanding of digital marketing tools, social media, Canva, Mailchimp, Weebly, etc.
- Video editing skills (not a requirement, but preferable)

Location:

Will be determined on a case-by-case basis

Compensation:

Commensurate with candidates skills and experiences in relation to current market standards for a nonprofit organization.

About Us

ArtSparks Foundation is an educational not-for-profit organization that works to support the development of 21st century learning and life skills in children, particularly children from under-served communities. ArtSparks also supports the professional development of teachers/facilitators, encouraging them to reflect on their teaching practice, and explore new ways to enrich their students learning.

What We Do?

At ArtSparks, we believe that a great education should equip children with skills to handle life's complexities—skills such as problem solving, flexible thinking, creative risk-taking, perseverance, collaboration, communication, and so much more. We believe that creativity is a critically important skill for the future with far reaching benefits. And, that visual art & design provide rich and diverse opportunities to help foster meaningful learning. Through our programs, we create vibrant opportunities for learning, through the arts, that help develop essential 21st century learning and life skills in children, Grades 1-8. And, we help build the capacity of teachers/facilitators to create more enriched learning environments for their students.

- *Why 21st Century Learning & Life Skills?*
"21st century learning skills are increasingly being recognized as the skills that separate students who are prepared for increasingly complex life and work environments in the 21st century, and those who are not" (Partnership for 21st Century Learning). In an age where change is the only



constant, understanding and applying 21st century learning skills allows children to be adaptive and innovative in responding to new demands and changing circumstances. Life skills on the other hand form the core of children's social and emotional wellbeing. And, the extent to which children are able to apply them can determine how well they adjust and respond to life's myriad experiences. These skills must be nurtured within students.

- *Why Creativity?*

Creativity is recognized as one of the most important skills for the next generation. Its value reaches well beyond the arts to affect every discipline and numerous industries. The ability to dream, take chances, and create the things we imagine. These are the skills of entrepreneurs, innovators, and changemakers. Children are born with these exceptional abilities, but research shows that over time they begin to lose them. We must offer rich opportunities that keep children's natural creativity alive.

- *Why Visual Art & Design?*

Research indicates that robust art & design education contributes to the development of valuable thinking skills and attitudes whose benefits extend well beyond the art room (Harvard University; Wallace Foundation). The ability to pose questions, test ideas, take creative risks, solve problems, think flexibly, deal with ambiguity, collaborate effectively, are just some of the many skills and attitudes that are developed and strengthened through engagements with art. Involvement in the arts is also associated with gains in critical thinking and communication skills. Beyond this arts learning helps improve motivation, concentration, confidence, and teamwork. In fact, studies show that students with high involvement in the arts, particularly those from low-income communities, stay longer and perform better in schools in comparison to those that receive no arts education.