



Job Description

Artists For Humanity (AFH) provides a safe and supportive environment where teens are employed to explore their voice and forge their unique path to success. AFH teens transcend economic, racial and social divisions to transform communities through creative expression.

Artists For Humanity harnesses the power of mentorship and paid professional experiences to inspire teens to build their future. During their time at AFH, teens share their voice in public art, where their creativity is valued. With corporate partnerships, AFH teens develop an understanding of business and entrepreneurship for potential career pathways. Through mentorship, the next generation of artists and leaders gain confidence in their own abilities. AFH also supports teens with 1:1 tutoring, professional development and college/career readiness so they make a positive impact on their communities and the world.

Title: Marketing Director

Compensation: \$85,000 - \$100,000/yr. commensurate with experience

Schedule: Full-Time 40 hours/week (Mon-Fri 10am - 6pm with potential for 2 days remote work with supervisor approval)

Start/End Dates: Start August 11, 2025

Location: 100 West 2nd Street Boston, MA 02127

Reporting to the Executive Director, the Director of Marketing provides vision and drive to recognize and create opportunities to continually elevate and promote AFH's mission and impact, while driving creative services leads and helping to qualify prospective clients.

The Director oversees and develops marketing and communication strategies that increase awareness of AFH's mission, brand, service and program offerings, and philanthropic goals, and supervises the Social Media Coordinator.

In collaboration with relevant leadership and studio staff, lead the development of a variety of compelling multi-media marketing assets/materials, both digital and print, to promote our services, ensuring our visuals and messaging are building mission value, deepening and expanding our client network.

This position will play an active role in the ongoing development and implementation of our business model, including generating creative services leads and nurturing business development opportunities with a smooth hand-off to Client Services/Project Management.

MAJOR RESPONSIBILITIES

Marketing

- In collaboration with the Executive Director and other members of the AFH team, facilitate and contribute to the strategic direction and organizational messaging that drives AFH into its future, as we continue to leverage our pioneering mission to build equity and opportunities for youth through the power of employment in art and design.

- Provide stewardship and oversight of the AFH Brand, mission and values.
- In collaboration with relevant staff, develop an annual marketing strategy, budget and metrics, in line with AFH's 5-year plan, that supports the overall organizational strategy and maximizes mission impact.
- In collaboration with the Marketing and Graphic Design team, implement brand strategy to reflect and clearly articulate AFH's mission and priorities, while collaborating with AFH's team of multimedia/artistic mentors, AFH teen employees, Business Development team and Development team to tell the AFH story, in print and digital.
- Lead and oversee the creation of a set of brand templates and resources, and train teams on how to use them. Serve as a central point for guiding teams to implementation and fidelity of brand applications.
- Responsible for the ongoing direction, development and updating of AFH's website (including AFH's online shop), writing clear content and providing strategic direction for the development of dynamic assets that reflect the quality of our mission/brand and voice.
- Oversee content development for AFH's social and public relations platforms, specifically ensuring ongoing content that is relevant, consistent, impactful and mirrors our mission, voice, and tone.
- Develop and maintain relationships with press, partners and clients for the purpose of amplifying AFH's mission, brand and reputation.
- Translate creative project briefs and information into persuasive copy and visuals for the development of AFH's project portfolio (both print and web-based) and other marketing content (including monthly Project News) in the pursuit of new and ongoing engagement with existing clients.
- Develop creative briefs for AFH internal/public facing projects and campaigns to be facilitated by the Marketing and Branding team.
- Lead and contribute to the development of both teen and alumni impact stories that share and advance AFH's mission and impact.
- Provide leadership, creative ideas and support to AFH's Marketing and Brand team and conduct annual employee reviews of direct reports that highlight progress, annual goals and professional development needs.
- Supervise our marketing dashboards across digital channels: leading it and supporting the team in developing, reviewing and making optimizations for website, email and social media/social listening.

Support Business Development

- Work in collaboration with the Business Development Director to generate leads
- Help qualify leads through communications with prospective client, including managing incoming website creative services inquiries
- Develop proposals and templates for business development needs, including working in collaboration with Client Services and Project Management to showcase portfolio of previous work

QUALIFICATIONS

- Must be a US Citizen, US National, or Permanent Resident
- Minimum of 6 years of marketing and business development (or sales) experience, with an emphasis on client facing roles and strong collaboration skills
- Familiarity with: website content management systems (CMS), customer relationship management systems (CRM) like Salesforce, Adobe Suite (Illustrator, Photoshop and InDesign), video/animation resolution and formats preferred

- Experience with Google Suite and Project Management systems (ex: Asana) preferred
- Creative agency (advertising, marketing and branding agencies) and non-profit experience preferred
- Work approach is proactive and solution oriented; strong ability to work independently, prioritizing assignments with limited supervision and working across various departments with confidence to meet deadlines
- A high degree of accuracy and attention to detail required, with exceptional deductive reasoning skills
- Exceptional written and verbal communication skills required
- The ability to multi-task and manage various stakeholders, with ease and professionalism
- Appreciation of the role of art, design, and entrepreneurship in youth development; deep belief in Artists for Humanity's mission

To apply, please email your resume and cover letter to Maya Grevatt, at mgrevatt@afhboston.org.