



## PROGRAM AND COMMUNICATIONS MANAGER

### ZERO1 ORGANIZATIONAL MISSION

ZERO1 is a Silicon Valley hybrid arts organization. We connect creative explorers in art, science, and technology to provoke and explore new ideas that build engaged and vibrant communities.

[www.zero1.org](http://www.zero1.org)

### AMERICAN ARTS INCUBATOR PROGRAM

American Arts Incubator (AAI) is an international creative exchange program developed in partnership with the U.S. Department of State's Bureau of Educational and Cultural Affairs and managed by ZERO1. The program utilizes community-driven digital and new media art projects to instigate dialogue, build communities, bolster local economies, and further social innovation.

[www.americanartsincubator.org](http://www.americanartsincubator.org)

### POSITION DESCRIPTION

The Program and Communications Manager (PCM) supports the development and implementation of ZERO1's signature program, *American Arts Incubator (AAI)*, and manages the organization's marketing and communications. Reporting to the AAI Program Director, the PCM manages overlapping, multi-year projects, and works with a wide range of domestic and international stakeholders to achieve strategic program objectives. All AAI exchanges are united through an online digital exchange, managed by the PCM.

The PCM also guides ZERO1's external communications, leveraging AAI successes within the organization's overall programming and messaging. The PCM develops and implements marketing and brand strategies, including events, digital marketing, and PR.

This position is crucial to the success of the AAI Program and the organization. The full-time PCM works remotely, meeting with Program Director in-person at least twice weekly in the SF Bay Area. The position also requires occasional travel to exchange countries for on-the-ground research and planning activities.

### ABOUT YOU

You are enthusiastic about the potential for art to address social and environmental challenges through public diplomacy. You have experience managing complex projects with multi-year timelines and multiple stakeholders in ever-changing contexts. You are just as excited about creating online content from program activities as you are about planning and executing those activities. You are a diplomatic communicator and strong writer with an eye for great copy. You are a detail-oriented taskmaster who cannot help but build timelines and checklists, with an insatiable craving for ongoing improvements. You value true people-to-people exchange between cultures and are eager to collaborate across continents and time zones. You are a balanced blend of attentive listener, idea generator, and efficient implementer. You embrace the unexpected with a sense of humor, openness, and adaptability.

# SCOPE AND NATURE OF WORK

## PROGRAM MANAGEMENT

- Coordinate and implement artist selection process.
- Coordinate meeting and event logistics for local programming.
- Refine metrics to monitor and evaluate program.
- Manage international travel logistics for advance trips and exchanges.
- Conduct advance trips to meet with U.S. embassy and local partner organizations abroad.
- Design and conduct training with program artists, including a weeklong in-person orientation, group training calls, and online resources.
- Ensure program artists submit all deliverables timely and completely. Collect and organize these materials.
- Manage program bookkeeping. Process payments to artists, partners, project teams. Ensure all financial transactions are complete by term date.
- Coordinate international artist selection from exchange country community projects to participate in professional development program.
- Develop curriculum, coordinate participant selection and travel, and help facilitate the domestic professional development series with Program Director.
- Review and log documentation of project outputs.
- Collect and analyze program monitoring & evaluation data, including creation of report to State Department for each program cycle.
- Develop & document program design improvement ideas consistent with strategic plans and established program objectives.
- Work with Program Director to prepare and submit grant application materials.
- Serve as secondary point of contact and Program Director's backup for all stakeholders.
- Support the expansion of the program abroad and domestically through networking, partnerships, development, and event production.
- Initiate and monitor ongoing communications with diverse stakeholders, including the U.S. State Department, U.S. Embassies, program artists, domestic partners, and overseas partner organizations, participants, and public at-large.

## COMMUNICATIONS

- Manage content production and publishing for ZERO1 and AAI websites. Oversee ongoing website development.
- Create ZERO1 email newsletter and monitor engagement.
- Manage ZERO1 and AAI social media presence, messaging, and analytics.
- Promote AAI exchanges in coordination with State Department and overseas partners.
- Manage artists' multimedia blog posts, including reviewing uploads, publishing, and cross-posting.
- Collect exchange-specific images, video, community project updates, and community stories for program website.
- Guide artists and partner organizations to craft event promotion materials, and send to State Department for review and further distribution.
- Collect all evidence of press and media coverage overseas (e.g., URLs, images of newspaper clippings, etc.)
- Write press releases and liaise with press contacts.
- Maintain ZERO1 marketing documentation, including brand and design files.
- Produce video content for AAI.

- Produce image-rich “annual report” for digital publication and print distribution for each AAI program cycle.
- Conduct bookkeeping tasks for marketing expenses in collaboration with ZERO1 staff.
- Manage organizational contact database.
- Manage intern(s) who support communications program responsibilities.
- Collaborate on organizational strategy with other ZERO1 staff. Contribute to strategic planning efforts.
- Support ZERO1 staff with writing and preparation of materials for domestic funding opportunities.

## QUALIFICATIONS

- Passion for people-to-people cultural exchange.
- Dedication to both local Bay Area and international digital and new media arts.
- Commitment to combining art, science, technology to address social & environmental challenges.
- Excellent communication skills across wide range of audiences, requiring high level of professionalism and adaptability.
- Extraordinary organizational ability and the drive to bring order to information.
- Experience with project management for simultaneous projects on multiple timelines.
- Ability to communicate status updates to multiple stakeholders in multiple formats.
- Excellent time management skills; ability to work gracefully under pressure/deadline while attending to multiple responsibilities and intricate details.
- Experience planning and facilitating stakeholder meetings.
- Comfort level with presenting on behalf of the program and organization at public events.
- Experience working remotely using online apps including Google Apps, Trello/Asana, and video conferencing.
- Experience managing data on Google Sheets or Excel.
- Experience with website CMS such as Drupal.
- Knowledge of contemporary social media content and advertising strategy.
- Basic HTML and CSS a plus.
- International travel experience a plus.
- Experience with basic accounting principles a plus.

## WORKING AT ZERO1

- Full-time exempt position, 40 hours per week.
- Remote work with flexible schedule. Flex time observed.
- Typical work-week Monday through Friday 10am-6pm. Early morning and evenings occasionally required for remote meetings across time zones.
- 70% health and dental insurance benefits.
- 120 hours or 15 working days paid annual leave based upon one year's full time employment.
- Ten official national holidays observed.
- Two floating holidays to be used in each calendar year.
- Cost for transportation, lodging, meals, and other reasonable expenses when traveling in the course of ZERO1-related business.
- Ongoing training, networking, and professional development opportunities.

## EQUAL OPPORTUNITY EMPLOYER

The policy and intent of ZERO1 is to provide equal employment opportunity for all persons regardless of race, color, religion, creed, sex, national origin or ancestry, marital status, medical condition, physical or mental disability, sex, age, sexual orientation or any other consideration protected by federal, state, or local laws. This applies to all aspects of employment practices including, but not limited to, recruiting, hiring, placement, promotion, demotion, transfer, training, compensation, benefits, layoff, recall, and termination. ZERO1 seeks to do business with organizations that encourage equal employment opportunity.

## TO APPLY

Write a cover letter addressing why you want to work at ZERO1, what you would bring to the American Arts Incubator program, and how your prior experience is relevant to this position. Email your cover letter with resume attached to [apply@zero1.org](mailto:apply@zero1.org) ATTN: Kate Spacek with the subject line "Program and Communications Manager." *Incomplete applications will not be reviewed.*