

### **Organization Description**

The Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick is an internationally recognized linear park that seamlessly connects cultural districts, neighborhoods and destinations while also serving as downtown's hub for the city's greenway network. The Indianapolis Cultural Trail includes 5 acres of lush gardens, a vibrant art and culture program and is open and accessible 365 days a year. The Trail has become the way by which most people experience downtown Indianapolis and is managed and operated by Indianapolis Cultural Trail Inc (ICT), a 501(c)3 non-profit organization whose mission is to inspire, create and sustain connections and cultural experiences that are accessible to all. Examples of how ICT fulfills its mission include operating Pacers Bikeshare, a current two mile expansion of the Cultural Trail and hosting arts and culture activities that are free for everyone to enjoy. The Indianapolis Cultural Trail is recognized around the world as an example of how investments in linear parks and connectivity can positively impact community, cultural and economic development.

ICT is a team of motivated and enthusiastic individuals that takes great pride in what we do with and for the community. We have a flexible work environment and encourage big ideas and creative thinking. We work with volunteers and community partners to help carry out our mission and are grateful for generous contributions from donors to ensure the Trail is beautiful and accessible for everyone.

### **Job Description**

Indianapolis Cultural Trail Inc. is seeking a **Communications and Marketing Manager** with excellent storytelling capability to help advance the mission of the organization and build awareness around its impact in traditional and non-traditional ways. Reporting to the Director of Advancement, the communications and marketing manager balances strategy with implementation skills. The role will be responsible for communications including social media strategy and implementation, media releases and press relations, email newsletters, fundraising campaign messaging, stewardship and marketing efforts. As a member of the organization's Advancement team the successful candidate will work closely with the Director of Advancement and a team of enthusiastic professionals who make up the organization.

The Communications and Marketing Manager is a full time, salaried, exempt position.

### **Core Responsibilities**

**Communications:** Lead and implement storytelling for the organization using written communications, digital media and content generation. Create harmony between the communications needs for multi-faceted stories and opportunities for people to engage with the organization and the Trail itself. Create engaging digital content, including videos, photos and graphics for social media and web platforms. Draft, design and send mass email communications and e-newsletters to stakeholders, residents and donors. (~40% of role)

**Marketing and Brand Management:** Create organization-wide, programmatic, and donor-related materials including print and digital appeals, and stewardship communications. Represent the organization with partner organizations when collaborating on shared marketing and communications efforts. Manage visual and written brand standards across the organization's external-facing communications, including the website. This includes graphic design for donor proposals, social media content, newsletters, and event signage. (~30% of role)

**Public Relations:** Support opportunities to increase the visibility of ICT through media, strategic partnerships, events, and special initiatives as schedule and capacity permit. May include: authoring media materials, fulfilling photo requests, coordinating interview and video shoots, etc. (~15% of role)

**Administration:** Establish metrics for communications channels and track performance of each metric for continuous experimentation and improvement. Manage vendors as needed to implement communications and marketing objectives. (~15% of role)

All ICT employees serve as ambassadors for the organization and interact in a positive way with Trail users and the general public in downtown Indianapolis. As ICT is a growing organization, team members typically take on other duties as assigned when needed.

### **Work Environment**

This job is primarily an indoors role, but also requires time spent outside on the Cultural Trail and the public places it connects including Lugar Plaza, the Downtown Canal and Georgia Street, or occasionally at a Pacers Bikeshare station. The typical work week is Monday through Friday during normal business hours, with occasional after hours and weekend work with advance notice.

### **Requirements**

- Commitment to building a welcoming, inclusive, and equitable community where all people can thrive
- 3-5 years of relevant experience
- Demonstrated experience with building digital marketing strategies
- Successful track record of mission-based storytelling for a variety of audiences
- Experience with managing multiple brands
- Demonstrated project management, organization, delegation, and prioritization skills
- Excellent writing and oral communication skills with demonstrated storytelling abilities
- Exceptional interpersonal skills and the ability to develop relationships of trust and respect
- Flexible, collaborative, and adaptable in a fast paced and public-facing work environment
- Ability to independently plan, organize, and prioritize work as well as work on multiple projects at one time
- Flexible, self-directed, problem solver with great attention to detail

### **Skills and Abilities**

- Ability to ride a bicycle or willingness to learn is preferred. (ICT is equipped with a variety of [adaptive bikes](#) for people who are uncomfortable riding a traditional two-wheeled bicycle or have mobility challenges that make it difficult to safely ride a two-wheeled bicycle.)
- Ability to design and lay out graphics (Canva or Adobe InDesign) is preferred
- Experience in fundraising and donor communications is preferred

### **Compensation**

\$45,000 - \$50,000 annually

### **Benefits**

ICT offers a variety of benefits including health, dental and vision insurance, retirement plan and employer match, flexible work environment, company paid holidays, paid parental leave and generous paid time off. A full benefits package will be included upon request or during the interview process.

### **To Apply**

Qualified applicants should send resume and letter of interest to:

#### **Communications and Marketing Manager**

Indianapolis Cultural Trail, Inc  
132 W. Walnut Street, Indianapolis IN 46204  
Or [jobs@indyculturaltrail.org](mailto:jobs@indyculturaltrail.org)

If submitting via email, please list "Communications and Marketing Manager" in the subject line. Applications will be accepted through February 20, 2023, or until the position is filled.

ICT participates in E-Verify. Offers of employment are contingent upon a background check including the sexual offender registry as ICT employees regularly engage with the public.

### **Diversity Commitment**

Indianapolis Cultural Trail Inc is committed to diversity among our staff and is an equal opportunity employer. It is our policy to recruit, hire, train, promote and administer any and all personnel without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, gender identity or expression, physical disability, or any other legally protected basis.