BALTIMORE OFFICE OF PROMOTION & THE ARTS, INC.

Chief Creative Director Job Description

The mission of the Baltimore Office of Promotion & the Arts (BOPA) is to address the needs of the arts community through arts and cultural activities, advocacy and support; create pride by promoting Baltimore to Baltimoreans; and to use the arts and events marketing tools to promote Baltimore's assets locally, regionally and nationally. BOPA produces festivals, special events, and promotions for Baltimore City and develops and administers funds, grant programs and community workshops. In addition, BOPA manages several historic attractions and sites in the Baltimore area. Facilities include School 33 Art Center, The Cloisters, the Bromo Seltzer Arts Tower, and the Top of the World Observation Level in the World Trade Center.

Position Description

The position of Chief Creative Director for the Baltimore Office of Promotion & The Arts is a full-time, exempt position, reporting to the CEO. The primary responsibility of the Chief Creative Director is to develop and implement a comprehensive communication and public relations strategy for the organization including, but not limited to BOPA's programs, off-site venues, public relations, and related initiatives. They serve as a key member of BOPA's senior management team and lead internal strategy meetings. The Chief Creative Director also supervises the Marketing Communications team which includes a Multimedia Specialist, Social Media &Website Manager and Communications Manager.

Essential Duties and Responsibilities:

- Serve as the primary resource for brand development and strategy, marketing, public relations, web content and development, and creative design.
- Maintain strong relationships with key media outlets and journalists to effectively communicate BOPA's mission, vision, and value.
- Collaborate with the Mayor's Office and City Public Information Officers to coordinate messaging on Mayor/City events and programs.
- Oversee the creation of all BOPA related web sites and application systems.
- Collaborate with BOPA Directors to create clear campaigns and messaging for BOPA events and programs.
- Have knowledge and experience with each role within the Marketing & Communications department with the ability to provide clear supervision and departmental goals including budget and project management experience.
- Participate in organizations, affiliations and work groups related to or beneficial to BOPA.

- Other responsibilities as assigned.

Qualifications:
- 8 years of professional experience
- 2 years of Director level experience
- Creative Portfolios are required. (portfolios can include samples of work ranging from multimedia design, art, photography, videography, graphic design or other related fields.)

Compensation & Benefits:
- Salary is commensurate with experience
- Benefits include Medical, Dental, Vision, LTD, STD, Life and AD&D
- 403B Retirement Plan with employer match
- Paid Holidays
- Paid Sick and Vacation accrual
- Parking or Monthly Transit Pass (subject to availability)

Application Process:
Email cover letter and resume (with applicant's name and the job title in subject line) as one pdf document to: jjohnson@promotionandarts.org. No phone calls please.

The Baltimore Office of Promotion & The Arts, Inc. is an Equal Opportunity Employer. We strive to mirror the rich diversity of Baltimore City in our staffing and programming while emphasizing cultural equity. Cultural equity embodies the values, policies, and practices that ensure that all people-including but not limited to those who have been historically underrepresented based on race/ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion-are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.