



## Marketing & Communications Manager

Full-time | 36 hours/week (Tues-Fri) | Boise, Idaho  
Reports to Development Manager

To apply: please submit a resume and cover letter to [adie@thecabinidaho.org](mailto:adie@thecabinidaho.org)

The Cabin, Boise's nonprofit literary arts organization, is seeking a creative and strategic storyteller to join our team as **Marketing & Communications Manager**. This role will lead The Cabin's efforts to share our mission, engage our community, and strengthen our brand during an exciting new chapter—including the reopening of our renovated home. *The salary range for this position is \$44-\$48K and includes a four-day work week averaging 36 hours/week, 100% coverage of health insurance, and five weeks of paid vacation (three flexible weeks, one week over the winter holidays, and Labor Day week).*

### Key Accountabilities

- 50% Marketing
- 50% Communications

### Job Duties

#### Marketing (50%)

- Manage and maintain all website content.
- Proof, post, and update all public-facing web copy.
- Update website and social media with membership, program, and event information.
- Coordinate with staff to get programming information online in a timely manner, including links to ticketing system.
- Collaborate with Public Programming staff to maintain accurate marketing and ticketing messaging.
- Develop and implement marketing campaigns for programs, fundraising efforts, and events.
- Maintain and protect The Cabin's brand voice, tone, and identity across all platforms.

- Track, analyze, and report on marketing performance (email, social media, ticket sales, web analytics) to inform future strategy.

### **Communications (50%)**

- Write, build, schedule, and send email campaigns and newsletters.
- Maintain and manage the social media and promotions calendar.
- Create and schedule social media posts across all platforms.
- Create and schedule pre- and post-event communications.
- Create additional print and digital marketing collateral as needed.
- Layout of in-house anthologies, including *Cambia*, *Camp Fire*, *MegaZine*, *Writers in the Attic*, and others as needed.
- Collaborate with the Development Manager to:
  - Navigate communications to *Readings & Conversations* ticketholders.
  - Create invitations and other fundraising collateral.
  - Manage and edit the creation of the Annual Report.
  - Support annual appeal and capital campaign communications with strategic storytelling.
- Draft and distribute press releases and media advisories; cultivate relationships with local and regional press.
- Gather and share community impact stories from program staff, participants, and partners for newsletters, social media, and donor communications.

### **Shared Duties (All Cabin Staff)**

- Help answer phones and greet visitors.
- Keep the building and work areas clean.
- Staff events and act as an ambassador for The Cabin's mission.

### **Qualifications & Skills**

- Works well independently and as a team member
- Excellent written and verbal communication skills
- Experience in project management
- Attention to detail
- Collaborative, adaptable, and mission-driven

## **Software/App Skills**

- Database/list management
- Squarespace
- MailChimp (or comparable email marketing platform)
- Zapier
- Canva and/or Adobe Creative Suite
- Facebook Ads Manager
- Microsoft Office (especially Excel)