



Vice President of Marketing and Narrative

Career Opportunity

GANGGANG centers beauty, equity and culture in cities, practices, systems, and mindsets. We test new models toward equity in the arts. GANGGANG is on a global, massive mission to advocate for the arts as society’s strongest tool for equitable cities.

The vice president of marketing and narrative is a critical role at GANGGANG. As an advocacy and mission-based organization, it is imperative to narrate and document the activity of the organization itself, its city, contexts and broader ecosystems. The VPMN will be able to see and describe in words and other creative assets, the impact both the arts – and GANGGANG specifically – has on the [collective] journey toward equitable cities. This role will be able to identify and discuss topics such as authorship, identity, cultural reparations and the significance of economic justice as it relates to the arts on a global scale.

As GANGGANG brings to life enormous efforts like BUTTER, In the Mix, Next Up, NBA All-Star weekend 2024, the VPMN packages programming into a digestible narrative for large-scale change. This role guides, approves and sets the tone for marketing, messaging and overall advocacy within programming and everything that happens at GANGGANG. This role is responsible for internal and external facing documents and copy that describe the startup phase and inform the future of GANGGANG.

This role helps to inform, advocate and grow GANGGANG at a leadership level by way of its ability to narrate the mission and its real-time impact across cities.

Responsibilities & Goals

- Oversee brand building efforts within the organization for all projects, supporting comprehensive strategy around integrated marketing, communications, advertising, media, and public relations for internal and external audiences
- Oversee the production of every piece of advocacy collateral – from project proposals to short films to traditional media coverage
- Direct the GANGGANG marketing team while developing and monitoring budgets, tracking and controlling expenses and revenues
- Oversee the support of project managers and all program goals throughout the organization
- Forecast and recognize patterns and trends in overlapping industries
- Ensure consistent branding and communications internally and externally
- Ensure international reach of GANGGANG’s messaging, programs, and media coverage
- Analyze data and program metrics into communications content to advance the overall narrative of the organization and support development goals

Qualifications

- 7-10 years of marketing leadership experience
- 2-3 years of leadership experience within a creative agency or similar institution
- Advanced proficiency leveraging technologies, including proficiency with Microsoft Office, web editing platforms (WordPress), SEO tools, social media platforms, and content mgmt. software.

Skills Needed

- ***** Marketing Strategy
- *** Design Expertise
- ***** Storytelling
- **** Design, Editing, & Publishing Operations
- ***** Team Leadership

This full-time position includes a comprehensive benefits package including health insurance, 403b retirement fund, health savings account, and paid vacation. The position engages with the GANGGANG staff team in-person during regular business hours and has access to relevant hardware and software tools, as well as professional development opportunities. This description is intended to describe the general content and requirements for the performance of the position and is not to be construed as an exhaustive statement of duties and responsibilities. GANGGANG and its employees operate under the umbrella of the Indianapolis Foundation. GANGGANG and the Indianapolis Foundation are Equal Opportunity Employers.



6410 N College Ave
Indianapolis, IN 46220

317.820.2374
ganggangculture.com

**Beauty.
Culture.
Equity.**