



Writer

Please put “*Writer*” in the subject line if you are submitting your application by email.

Position type: Full-time

Basic work week: 37.5 hours per week, Monday – Friday

OVERVIEW

The successful candidate will be a creative and imaginative writer deeply committed to building one of the most exciting new brands in central Indiana. Ability to write persuasive copy across multiple communications tactics (advertising, log form articles, annual reports, and social media) for multiple stakeholders is essential. The successful candidate will be a powerful creative thinker with the ability to lead through influence in a fast-paced mission driven organization. Write copy that inspires multiple stakeholders across functions.

Recently cited by the national audience research organization Culture Track as a “new model for engagement,” Newfields is assertively pursuing a ten year strategic plan to double earned and contributed revenue.

Primary Responsibilities:

The following responsibilities describe the general nature of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory.

Produce error free, on-brand copy, in a timely fashion for multiple audiences. Organizational copywriting 70% (including email, radio, social, newsletters, video, and website)

- Drive the creation of original concepts that result in effective and compelling communication
- Develop and maintain a clear and consistent brand voice nimble enough for multiple target audiences
- Write persuasive copy that embodies Newfields brand personality for all departments
- Ability to effectively and efficiently incorporate copy within a highly visual culture

NEWFIELDS magazine: 30%

- Act as Managing Editor for Newfields Magazine
- Determine story lineup with marketing staff
- Schedule and develop timelines with writers
- Write multiple magazine stories
- Use InCopy to make all magazine edits - adhering to timelines

Required Skills:

- Quickly interpret communications needs under tight deadlines
- Ability to influence creative processes, sell and defend ideas within a collaborative culture
- Ability to be creative under pressure and maintain an eye for detail
- Integrate an interest in Newfields assets and mission with popular culture, communications trends, and the latest tactics
- Ability to collaborate with and represent marketing function to all levels of organization
- Self-starter with strong research skills

Education and/or Experience:

- A diverse portfolio featuring a variety of media and formats: print ads, radio, digital ad banners, search engine optimized (SEO) web content, bylines and direct marketing email
- Experience writing effectively and convincingly in different styles for multiple target audiences is a must
- Prior non-profit or fund raising experience helpful
- Prior experience writing web and social media copy
- Candidates from the private sector are particularly welcome if they have the skills and background as well as the personal motivation and style to succeed in a fast-paced mission-driven organization. One need not have a background in Art History, but a successful candidate will be passionate about Newfields' mission and role in Indianapolis

A competitive salary is offered for all positions and a generous benefits package for full-time positions. To perform the job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To apply, please send your resume, cover letter and Newfields application to:

Mail: Newfields
ATTN: Human Resources
4000 Michigan Road
Indianapolis, IN 46208

E-mail: hr@discovernewfields.org

Fax: 317-920-2655
No phone calls, please.

About Newfields

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis

Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park: 100 Acres, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind.—one of the nation’s most highly regarded examples of mid-century Modernist architecture. For more information visit discovernewfields.org.

Diversity

Newfields recognizes that museum audiences and their interests are changing, and as Newfields transforms our audience experience, we are creating expanded, innovative opportunities to actively engage and entertain our guests. Celebrating the diversity of our donors, guests, volunteers and staff is a key part of this Newfields vision. Diversity is understanding, respecting, and valuing differences, including, but not limited to, race, color, national origin, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, or any other legally protected status.

Simply put, we believe our guests and donors are best served by a host team, comprised of both staff and volunteers, that reflects the diversity represented within our communities and that takes full advantage of the unique viewpoints, talents and experiences of each and every person who works here. We strive to attract and retain exceptional employees who feel comfortable in an inclusive culture that supports their ability to thrive and add their voice to the ongoing conversation.

Indianapolis

Indianapolis is a city with a MSA of 2,000,000 people. More than 60% of the population is under 44 years of age and the city’s racial demographic [breakdown](#) is approximately 79% White, 16% Black, 3% Asian, and 2% other, with 7% of the overall citizenry identifying as Hispanic. In [2016 Forbes](#) named Indianapolis one of the top 10 cities to live in for young professionals citing its high standard and low cost of living, while [Vogue](#) told its readers not to call Indianapolis a “Flyover City”, but to go see how vibrant it is for themselves. With a host of new bars and restaurants, nationally recognized symphony, theater, cabaret, sports teams, and the [Herron School](#) of Art + Design, Newfield’s hometown is a perfect place to build a career and enjoy life.