



making the arts accessible for all

Job Description

Marketing Coordinator

Classification

Part Time / Non-Exempt/ Hourly

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### **Job Summary:**

The Marketing Coordinator provides coordination of marketing, public relations and advertising to support the mission and programs of Arts @ Large. The Marketing Coordinator will implement a marketing strategy to ensure consistency of messaging and branding in consultation with the CEO and Senior Director of Programming. The Marketing Coordinator will coordinate organizational storytelling across all platforms including social media, print, radio, TV, web-based and digital marketing and communications to support the mission and vision of the organization and effectively describe and promote programming to all stakeholders.

### ***Duties/Responsibilities:***

- Design, in cooperation with senior management, a marketing and communications strategy that promotes Arts @ Large programming to reach a diverse audience.
- Write and post social media content across a variety of platforms.
- Collaborate on strategies to build audiences, increase community engagement, and assist senior management in strategies that help to grow revenue.
- Support marketing and communication to promote the work of artists-in-residence.
- Assist with the creation and dissemination of marketing tools, i.e. registrations, contact lists and database.
- Market events on community platforms as needed (MARN, WPA, OnMilwaukee, Milwaukee 365, etc.)
- Assist with the development of direct mail fundraising appeals.
- Support website updates and changes to reflect current programs and fundraising campaigns.
- Performs other duties as assigned, to support the CEO.

### ***Desired Skills/Abilities:***

- Excellent verbal and written communication skills.
- Creative and innovative storytelling demonstrated through marketing campaigns.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Experience working with and understanding the needs of artists.
- Experience working with Wordpress

- Experience with Graphic Design

***Education and Experience:***

- Bachelor's degree in Communications, Public Relations or Marketing preferred
- Minimum two years professional experience in marketing, social media or advertising
- Outstanding written communication skills
- Skilled in graphic design
- Excellent time management and project management skills
- Creative strategic thinker who is proactive, positive and detail-oriented
- Additional desirable skills include video and photography

Hourly rate is \$20/hour

Interested candidates should submit a resume and cover letter and 3 professional references to [employment@artsatlargeinc.org](mailto:employment@artsatlargeinc.org) by Friday, August 12th.