



## Job Description

**Marketing Specialist**

### Classification:

**Contracted / Non-Exempt / Hourly**

### Reports To:

**Executive Director**

### Directly Supervises:

**NA**

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**About Arts @ Large:** *Founded in 2001, Arts @ Large activates Milwaukee's communities to build environments that support arts-rich, lifelong learning. Our mission is to ensure that everyone has access to the arts.*

**Job Summary:** The contracted Marketing Specialist is responsible for developing and executing marketing, public relations, and advertising strategies to promote Arts @ Large and its programs. This role requires a creative and strategic thinker who can create the marketing plan and the assets needed to support that plan. Those assets would support various marketing channels including digital marketing, social media, email campaigns, and print materials. The Marketing Specialist will work closely with the Development Manager, Director of Programs, and Executive Director to enhance the organization's visibility and engage with diverse audiences.

## Duties and Responsibilities:

### **Marketing Strategy and Implementation (20%)**

- Design, in cooperation with senior management, a marketing and communications plan (and supporting calendar) that promotes Arts @ Large programming to reach a diverse audience.
- Coordinate and implement marketing campaigns across multiple channels, including digital, social media, email, and print.
- Work with senior management on strategies to build Arts @ Large audiences for events, program participants, volunteers, and supporters.
- Assist with the creation and dissemination of marketing tools (i.e. registrations, contact lists and database).

### **Digital Marketing (35%)**

- Manage the organization's website, ensuring content is current, engaging, and optimized for search engines (SEO).
- Develop and manage social media strategies to increase engagement and followers.
- Create email marketing campaigns, newsletters, and other digital communications.
- Produce high-quality, compelling content for various marketing channels/platforms.
- Collaborate with creative teams and vendors to create engaging visual content.

### **Event Promotion (35%)**

- Develop and implement marketing plans for all program/development events.
- Coordinate promotional activities including advertising, partnerships, and public relations, to maximize event attendance and visibility.
- Market events on community platforms as needed (Visit Milwaukee, OnMilwaukee, Milwaukee 365, etc.)

### **Brand Management (10%)**

- Ensure consistent Arts @ Large brand messaging and visual identity across all marketing materials and channels.
- Develop and maintain brand guidelines used by staff and partners.
- Create templates/tools for team members to promote programs and program outcomes.

## **Qualifications/Requirements:**

- Bachelor's degree in a related field is required.
- A minimum of 2-3 years of professional experience in marketing, preferably in the nonprofit or arts sector.
- Experience with digital marketing, including social media, email marketing, and SEO.
- Highly organized and detail-oriented, with strong project management skills.
- Creative writer with strong verbal communication skills.
- Experience with website management, preferably using WordPress.
- Skilled in graphic design.
- Ability to work independently and collaboratively with people of diverse backgrounds.
- Proficiency in MS Office Suite and Google Suite. Experience with the Adobe Creative Suite or Canva preferred.
- Must have a valid driver's license.

*Arts @ Large is an AA / EEO employer strongly committed to maintaining a climate supporting equality of opportunity and respect for differences based on gender, culture, ethnicity, disability, sexual orientation, marital status, race, color, religion, national origin, or ancestry, age and lawful activities.*