



Marketing Specialist

Reports to: Arts Director

Application Period: This position is open for applications through May 2, 2021

Expected Start Date: June 1, 2021

Starting Wage: \$16/hr

Job Objective:

The Marketing Specialist has overall strategic and operational responsibility for Jansen Art Center's marketing and outreach efforts. They will realize the vision for the J's website, graphic design, promotional materials, and public relations to share the Jansen Art Center's mission.

Schedule:

Full time (35–40 hrs per week), Tuesday through Saturday. Occasional nights may be required for special events.

Essential Functions:

1. Community Outreach

- Successfully promote the J's programs, classes, events and activities using a variety of marketing resources and techniques in the local/regional community and wider
- Manage media contacts and update with regular engagement
- Work with ED, AD and Admin Assistant to coordinate community events
- Consistently search for new exposure opportunities in the community
- Represent the J at public events/presentations/networking events on occasion

2. Marketing Materials

- Design both print and digital promotional materials or general organizational branding and for the J's studios, classes, performances, exhibits, and events
- Update quarterly marketing materials including seasonal announcements, program brochures and studio program cards
- Order all printed materials and coordinate distribution
- Identify locations in the community to display marketing materials and manage inventory levels

3. Digital Media

- Create social media content through the J's Facebook, Instagram, YouTube and other platforms
- Monitor all social platforms for comments/shares/direct messages
- Generate weekly e-newsletter with program and event announcements
- Establish new opportunities to help raise brand awareness
- Write and distribute press releases to partnered media outlets

4. Website Management

- Manage the overall website and constantly evaluate improvement opportunities
- Create and monitor website content, including class and programming information and graphics
- Troubleshoot website issues in partnership with web developer
- Monitor SEO through Google Analytics

5. Branding and File Management

- Manage and implement branding guidelines for promotional materials, updating when necessary
- Maintain an organized file system for photo and graphic design files
- Oversee outsourced designs to meet the J's branding specifications

6. Customer Service

- General customer service for phone inquiries, class registrations and in-person interactions in the Gallery Shop, galleries, studios and all spaces of the J during business hours and events

Required Qualifications:

- Interest in and commitment to the Jansen Art Center's mission
- Must live in Whatcom County and be able to travel to Lynden
- Solid written and oral communication skills
- Proficient in WordPress and website management
- Experienced in art direction and graphic design
- Proven success with growing social media audiences
- Able to develop effective work plans, organize details, set priorities, and meet deadlines
- Strong attention to detail and ability to work as a team member
- Self-motivated

Experience:

- Minimum two years of marketing related experience; non-profit experience a plus
- Experience with Adobe Suite, Microsoft Office Suite, and Google Apps

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The Jansen Art Center creates opportunities for the community to engage in the arts.