



Marketing Manager

Reports to: Arts Director

Overview:

The Jansen Art Center is a nonprofit community art space serving a wide network of artists and art lovers in Whatcom County. Established in 2012 and located in downtown Lynden, WA, the former old City Hall, fire station, library, jail cells, morgue and council chambers have all been repurposed into a welcoming artistic community, full of opportunities for enhancement of skills and personal growth. The facility includes many fully established studios including Ceramics, Textiles, Jewelry and Metalsmithing, as well as Music practice rooms and performance spaces, and the beautiful 20,000 sq ft building provides plenty of wall space for unique exhibits.

Job Objective:

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

You can expect a focus on training during the first month with guidance along the way. As you become fluent in systems and look to add new skillsets, we will evolve to provide the most applicable tools and support. This is a self-guided, fast-paced role in a collaborative environment with both a standard daily flow of tasks as well as unique projects and opportunities.

Schedule and Compensation:

Rate of Pay: \$20/hr. Full time.

Schedule: Tuesday through Saturday. Occasional nights may be required for special events.

Job Responsibilities:

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
- Consistently search for new exposure opportunities in the community
- Write and distribute press releases to partnered media outlets
- Represent the J at public events/presentations/networking events on occasion

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

321 Front Street Lynden, WA 98264 360 354 3600 jansenartcenter.org

2. Marketing Materials

- Design print and digital materials and general organizational branding for the J's studios, classes, performances, exhibits, and events
- Update quarterly marketing materials including seasonal announcements and program brochures
- Order all printed materials and coordinate distribution, identifying new outlets as needed
- Manage and implement branding guidelines, updating when necessary
- Maintain an organized file system for photo and design files
- Oversee outsourced designs to meet the J's branding specifications

3. Digital Media

- Create social media content through the J's social platforms, monitor messages and comments
- Generate weekly e-newsletter with program and event announcements
- Establish new opportunities to help raise brand awareness

4. Website Management

- Create all website content, including class pages, virtual galleries, and studio pages
- Manage the overall website, updating programming information and graphics as needed
- Monitor SEO through Google Analytics, evaluating improvement opportunities

5. 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

Qualifications & Experience:

- Interest in and commitment to the Jansen Art Center's mission
- Must live in Whatcom County and be able to travel to Lynden
- Two or more years of marketing related experience; non-profit experience a plus
- Experience with Adobe Suite, Microsoft Office Suite, and Google Apps
- Solid written and oral communication skills
- Familiarity with WordPress and website management
- Experienced in art direction and/or graphic design
- Proven success with growing social media audiences
- Able to develop effective work plans, organize details, set priorities, and meet deadlines
- Self-motivated with strong attention to detail and ability to work with a team

To Apply:

Please send a cover letter and resume to hiringmanager@jansenartcenter.org