



DIGITAL MEDIA COMMUNICATIONS MARKETING ASSOCIATE

The Armory Art Center is a non-profit organization committed to providing exceptional visual arts experiences for our diverse community. We are growth-oriented and passionate about what we do.

Summary

The position serves as a visionary communicator and proven marketer in both traditional and digital forms. Reporting to the CEO or assigned staff, this dynamic role is suited for a highly motivated, innovative, engaging, and passionate marketer who understands how the arts impact communities.

The Digital Media Communications Marketing Associate is accountable for all aspects of the organization's communications, social media, marketing tactics and communications which support all aspects of the organization. Success in this role requires proven success in creating and implementing new marketing and communications initiatives and proficiency in graphic design. Additionally, the Associate is responsible for providing customer service assistance including but not limited collection of fees, visitor questions and staff assistance as needed.

The ideal candidate is a hands-on team player, with a solid understanding of promotion, engagement, and fundraising programs. The candidate is committed to embracing a fast-paced, positive, and forward-thinking environment.

This position is a full-time in-person position. The work week is Monday-Friday 8:30am-5:30pm most of the year. The schedule for this position may vary according to programming needs. Occasional evenings and weekends are required.

Responsibilities

The Digital Media Communications Marketing Associate works with the CEO and collaboratively across multiple departments to inform and implement the center's digital content strategy and to meet the organization's diverse and demanding production and storytelling needs. The following illustrative responsibilities are not intended to describe every function that may be required by the position. The omission of specific statements or duties does not preclude the CEO from assigning additional duties which are industry standards and advance the organization.

Working collaboratively and proactively across the center, they ideate, develop, produce, and implement both static and dynamic content for social media, web, e-mail, public relations, and executive communications; they also collaborate closely with development, curators and educators to produce enriching digital content that extends the reach of the center's exhibitions, programs, and collections.

- Assist with or lead all marketing and communication efforts that expands the Armory Art Center's profile, brand, and presence in the community at a variety of levels
- Assist with the maintain and evolve the Center's website
- Drive brand recognition and support artists and members
- Support all departments in all aspects of marketing to drive revenue growth and brand expansion of the Center
- Create and edit all design/graphics/video for the Center's collateral, digital, social media, presentations, upcoming exhibitions, etc. as needed
- Create and send out email blasts and newsletter with the assistance of the CEO or other department heads.
- Edit and proofread creative copy for all advertising, call-to-artists, eblasts, upcoming exhibits, social media, etc.
- Monitor, create and review social media postings on FB/Instagram/LinkedIn etc.
- Manage and create digital marketing/SEO plan to drive engagement, membership, and revenue
- Develop annual marketing and communications goals and objectives aligned with the Strategic Plan and ensure achievement of near-term goals and objectives as well as progress toward longer-term strategic objectives
- Attends all Center related events and meetings
- Sustains a friendly, positive rapport with other staff members
- Flexible schedule required to work evenings and weekends as needed
- Performs all other duties and tasks as assigned
- Required conduct is to be ethical and fair while representing the Center.
- Ability to establish and maintain effective working relationships with the general public, coworkers, board of directors, and members of diverse cultural and linguistic backgrounds regardless of race, color, religion, age, gender, ethnicity, disability, sexual orientation, marital status or political affiliation.

Requirements and Qualifications

- An eye for detail
- The ability to meet deadlines
- The ability to communicate complex data in a clear way
- Exceptional organizational skills
- The ability to prioritize projects
- Customer service skills
- Excellent data entry skills

Typical Qualifications

Bachelor's Degree in Arts, Marketing, Communications, Education, Not-for-Profit Organization, Business or a related field. One (1) to Three (3) years of progressively responsible experience with non-profit organizations, arts programming, and arts education. A combination of education and experience

considered. Must have excellent customer service orientation and strong writing and editing skills. Working knowledge of Graphics and Photoshop, Excel, Word, Adobe Acrobat, Outlook and PowerPoint.

Compensation and Benefits

FULL TIME

- \$45,000 to \$55,000, depending on experience.
- Health, Dental, and Eye insurance benefit
- Company match (up to 3%) in Simple IRA plan after conditions are met
- Paid vacation accrued during the first year; increases over time

Make sure you meet the job requirements and then:

1. Cover letter - Indicate in your cover letter
2. Send a current resume.
3. Send a list of five professional references with contact information. Send all documents as one PDF.

(There is no relocation or interview travel stipend available for this position.)

Apply

Send resume to employment@armoryart.org In the Subject line: Digital Media and Communications
No phone calls.

NOTE! This position is open until filled. If you are interested, send in a packet immediately.

The Armory Art Center does not discriminate based on race, color, ethnicity, national origin, sex, age, pregnancy, sexual orientation, gender identity, religion, disability, financial status, or marital status in its programs, activities, and employment.