POSITION: MARKETING COORDINATOR
REPORTS TO: Communications Director
STATUS: Part-Time / Non-Exempt

Under the general direction of the Communications Director, the Marketing Coordinator is responsible for supporting and advancing the Arts4MC’s communications and marketing plan and promoting community engagement and participation through compelling, engaging, and thoughtful communication.

ABOUT THE ARTS COUNCIL FOR MONTEREY COUNTY
The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts. We provide enriching visual and performing arts education programs, specialized arts as healing programs and funding and support for local artists, arts nonprofits and cultural organizations.

RESPONSIBILITIES:

- In support of the Marketing Plan, develops, implements and oversees comprehensive communications and marketing tactics intended to advance Arts4MC’s mission, including engaging constituents and the general public, and strengthening the organization’s policy and program messages;
- Works to promote the Arts Council to all Monterey County residents and visitors via marketing including English and Spanish and other languages as available;
- Ensures highest-level organizational communications for all avenues of Arts4MC’s outreach, including website, press releases, e-blasts, social media, etc.;
- Oversees development, proper archiving, and expansion of visual tools, including photo library and video production;
- Monitors brand consistency across all Arts4MC’s communication platforms, including ongoing refinements;
- Directs the development of materials for all aspects of the organization, including fundraising, programs and events;
- Ensures the Arts4MC’s messages are attractive, compelling and meaningful to the organization’s supporters;
- Manages media accounts for all Arts4MC’s marketing campaigns;
- Creates and submits bi-weekly e-newsletter with timely staff collaboration; update bloomerg on bounced emails;
- Manages Arts4MC’s website, including posting and moderating events on the online calendar;
- Prepares monthly report including current activities, analytics, trends and issues;
- Creates and produces Arts4MC’s annual report with support of other staff members;
- Attend Arts Council and community events to promote Arts4MC, record content, and build relationships in support of the organization;
- Other responsibilities as assigned by the Communications Director or Executive Director.

ARTS4MC is an Equal Opportunity Employer
KNOWLEDGE, SKILLS AND ABILITIES

- B.A. in Related Field or 3 years of marketing experience;
- Strong communication skills including writing and public speaking;
- Ability to establish priorities, work independently and proceed with minimal supervision;
- Ability to handle and resolve problems, and ability to work as part of a team;
- Strong computer skills, including familiarity with database management (Bloomerang), basic, social media (Hootsuite, Facebook, Instagram, Tik-Tok, LinkedIn, YouTube), Adobe Creative Suite, Microsoft Office Suite: Word, Excel and Publisher and project management programs such as Asana;
- Experience with graphic design using Canva and website development, and maintenance using WordPress;
- Conversational to fluent in Spanish preferred;
- Ability and willingness to work evenings and weekends, and travel within Monterey County with a valid CA drivers’ license, reliable transportation and insurance;
- The ideal candidate must be able to complete all physical requirements of the job with or without a reasonable accommodation, including the ability to lift/push/pull up to 25 pounds and walk up and down stairs.

Schedule: Part time 30 hours per week, with flexible hours, including evenings and weekends.

Salary & Benefits:
- Part-time Salary Range: $25 - $30 per hour
- Health, Dental, Vision and Life Insurance
- 401k with 3% Employee Match after first year
- 13 Paid Holidays
- 2 Weeks Paid Vacation first year
- Cell phone stipend