Carmel Art Association
Graphic Designer/Marketing Coordinator – Job Announcement

Founded in 1927, Carmel's oldest gallery features the work of more than 80 professional local artists and is dedicated to presenting only the finest work for sale by artists living on the Monterey Peninsula. The Carmel Art Association displays a wide variety of styles and media and changes its exhibitions every month. The historic building provides exhibition space for its members' works and, in the interest of community involvement, sponsors film series, lectures, concerts, art demonstrations and special fund-raising events.

Job Description

The Graphic Designer/Marketing Coordinator is responsible for marketing the CAA and its Artist Members. This role promotes the gallery and encourages sales by creating social media content, email campaigns, and printed media such as newspaper advertisements. This position is responsible for getting the word out to CAA’s large audience of art collectors and the community, and for continuing the CAA's long-lasting reputation as the “Art Hub of Carmel.”

E-outreach:

- Design, curate, write copy, and e-outreach threads each month through Flodesk
  - One monthly email (What’s New)
  - One email in-house for intercommunication between staff and Artist members (The Artist Member Memo)
  - One email for special occasions (i.e., event reminders)
  - Send reminder emails once a month for Associate Members to renew their membership
- Oversee mailing lists, updating with new addresses from the general list kept at the gallery, or renewing Associate Members that come through via renewing in-person or online
- Correspond with Artist Members to platform their news/awards/work inside and outside of the gallery by highlighting their information in the “announcements” of e-outreach
- Work with our Marketing Committee

Social Media/Online Presence:

- Design, curate, write copy for Social Media posts (Instagram/ Facebook), highlighting featured Artist Members of monthly exhibitions
- Video editing for Reels in Instagram/Adobe Premiere Rush
- Finding content/research in the archive for historic content (Throwback Thursdays)
- Update Yelp/Google to communicate accurate information (open hours of the gallery/location) and upload imagery of the gallery to keep these platforms fresh
- Ideate new and creative ways to create engaging content
- Add Events (i.e., Opening Receptions, Artist Talks) to online newspaper outlets
  - MC Weekly Calendar
  - Visit Carmel website
- Respond to account comments, Direct Messages (whether that’s answering questions about the CAA, specific inquiries about historic consignments, or inquires leading to sales)
- Streamline information across platforms to create smooth correspondence leading the user from platform to platform (i.e., updating LinkTree in Instagram Bio to website)
Press Releases:
• Write Copy for exhibition descriptions and coordinate with upcoming featured artists
• Send local newspapers press releases about monthly exhibitions

Ads:
• Correspond with local newspapers to design advertisements timely and meet the spec requirements (production, file type, artboard dimension, color conversion, etc.) of individual newspapers/magazines
• Design, curate, and write copy for printed advertisements
• Oversee deadlines for newspaper production and correspond advertisements to the gallery’s exhibition/events calendar.
• Track with Marketing Budget and make adjustments as needed

Printed Media:
• Design monthly posters for the outside glass case and for the interior gallery, providing information to visitors (i.e., exhibition information, special events)
• Design take-away postcards/flyers for in-person visitors
• Design exhibition signs as needed (Memorial Exhibitions/ Inaugural Exhibitions)

Branding:
• Use knowledge on programs such as Adobe Illustrator, Photoshop, InDesign
• Utilize knowledge in typography, color theory, composition, etc.
• Create cohesive and consistent brand identity, using graphic design across all media (both digital and print)

Websites:
• Upload, remove, and edit image inventory on CAA website on Wordpress
• Correspond with Artist Members when they have edit requests for Artist Pages, keeping their inventory updated and accurate

To apply, please email cover letter and resume to carmelart@mail.com.