

## **Job Title: Graphic Design and Marketing Coordinator**

Summary of primary duties and responsibilities:

Eureka Springs School of the Arts seeks a graphic design and marketing coordinator position. This position reports directly to the Executive Director and coordinates all aspects of advertising and promoting ESSA, including design and creation of program marketing materials, web site content development and updates, social media, and print media.

Program Marketing:

- Develop and maintain relationships with all marketing networks
- Develop and expand marketing program (outreach, messaging, branding)
- Manage marketing and outreach calendar
- Plan and implement all social media posts and marketing, respond to all social media messages
- Coordinate the design, printing and delivery of the program catalog as follows:
  - Aid in gathering instructor photos and organize/edit for website and catalog
  - Create workshop catalog in InDesign
  - Proof workshop information for website and catalog
  - Coordinate proofing of class catalog
  - Coordinate catalog distribution
- Coordinate submission of program press releases, local listings, and targeted trade journal listings/ads (expand outreach)
- Research and coordinate opportunities for public outreach

Administrative Responsibilities

- Handle all social media and web site update requests within 24 hours
- File & archive program marketing samples and data
- Coordinate marketing-related mass mailings
- Provide reports and perform other duties as requested by Director
- During assigned office hours, assist in fielding phone calls and assisting guests as needed

Required Skills:

- Highly proficient in Adobe Photoshop and InDesign
- Proficient in Microsoft Office programs
- Proficient in WordPress or similar website content management software
- Flexibility and positive attitude, and an ability to work well as part of a team

Schedule:

Position is part-time with some variation in schedule. Some evenings and weekends are required.

To Apply:

Submit letter of interest, resume and references to [director@essa-art.org](mailto:director@essa-art.org) by March 7, 2020.