



Marketing and Communications Coordinator, Part Time

General Description: The Marketing and Communications Coordinator is an integral part-time position working closely with the Heights Arts staff and Executive Director to develop and promote programs that further the mission, vision, and strategic plan of the organization and cultivate greater community awareness and participation. This position is deadline-oriented and must coordinate all marketing and communications deadlines for over 60 programs and events a year, along with deadlines related to fundraising and membership drives. Strong communication skills are necessary to tell the Heights Arts story via public relations, advertising, and a strong online presence, and by helping represent Heights Arts at public events. The position also supports the Executive Director by gathering material for grant reporting and the Gallery Manager by helping to cover store / exhibition hours, as well as staffing events.

Responsibilities:

Communications and Marketing:

- Execute original research, writing, and photography for media materials and digital communications (press releases, social media, e-newsletter, web site copy, news articles) and editing/updating/refreshing of existing material
- Perform layout and production of in-house print collateral (including event programs, exhibition cards, fundraising, and membership materials)
- Manage social media presence and engage and build community through appropriate online channels (including, but not limited to, Facebook, the Heights Arts website, and the monthly e-newsletter)
- Build and maintain relationships with local media outlets and media personnel, pitch regularly with Heights Arts news, and coordinate interviews, images and materials for the media personnel
- Coordinate and design paid advertising, and place media buys with local advertising outlets
- Attend Heights Arts and other networking events as appropriate

General:

- Maintain a program and marketing calendar that reaches target audiences with programs and messages that align to organization's mission and values; update/evaluate calendar quarterly
- Work with staff and board to develop marketing campaigns and materials
- Provide ad hoc assistance for gallery staff such as greeting guests, answering phones, etc.
- Track effectiveness of programs and marketing against objectives through quantitative and qualitative measurements/assessments
- Other duties assisting the Executive Director and Gallery Manager as assigned

HEIGHTSARTS

Required: The successful candidate will be deadline-oriented, comfortable with community outreach, have excellent communications and writing skills, and a minimum of three years' experience in marketing, communications or a related field. The individual must be highly organized and experienced in managing multiple project details at once. Must have demonstrated knowledge of website maintenance and the most popular social media platforms, as well as work in standard graphic design software and tools. Basic photo editing skills are necessary. Must be comfortable using the following platforms, software and tools: Adobe Photoshop, InDesign, MS Publisher, Wordpress, HTML, Face Book, Instagram, Twitter, MailChimp, Google Adwords and Google Analytics.

Preferred: Experience planning, organizing or working at a nonprofit or arts-oriented organization is highly desired.

When: 15-20 hours per week, including some evenings and weekends

Where: Heights Arts (Gallery, Store and Performance Space) at 2175 Lee Road in Cleveland Heights, OH 44118

Compensation: \$15.00 – \$18.00 per hour, to be determine and commensurate with experience
401K Matching Program

Contact: Please apply online at <http://www.heightsarts.org/employment/> by submitting your resume, cover letter, writing samples, and three professional references by December 31, 2017. No phone calls, please.

Heights Arts is a nonprofit community arts organization in Cleveland Heights, Ohio. Founded in 2000, Heights Arts cultivates a strong, diverse, and collaborative arts community by inspiring people of all ages to engage in the arts; supporting the arts through education; providing exhibition and performance opportunities; and fostering public appreciation for the arts. The organization contributes to the region's artistic vitality by showing regional artists at Heights Arts Gallery on Lee Road near Cedar Road, facilitating public art and design projects, presenting chamber music and other concerts in intimate settings, nominating and supporting the Cleveland Heights Poet Laureate, and having classes and workshops in the arts.

Heights Arts does not discriminate on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, physical or mental ability, veteran status, military obligations, and marital status.