

HEIGHTSARTS

Program Assistant, Part Time

General Description: The Program Assistant is a part time position, which will support staff and Heights Arts program committees in the administration and implementation of all programs including public art, visual arts (exhibition and store), literary, music, and membership (artist, individual and business) programming, and marketing and communications of those programs. A clear understanding of Heights Arts' strategic initiatives is necessary to ensure programming aligns with Heights Arts' mission, goals, and values. Strong communication and interpersonal skills are necessary to effectively tell the Heights Arts story via grant reporting, PR, advertising, online presence, and most importantly by representing Heights Arts at public events and in the community. This position reports to and supports the Program Manager.

GENERAL

- Maintain a program and marketing calendar that reaches target audiences with programs and messages that align to organization's mission and values
- Provide backup for gallery staff, phones, etc.
- Maintain professional standards including timely communication and attention to detail
- Serve as an ambassador of Heights Arts
- Attend weekly staff meetings
- Work with staff to maintain programming documentation for marketing and grant reporting
- Attend Heights Arts openings, concerts, and events as needed and coordinated with Program Manager
- Represent Heights Arts externally in the community and other events
- Other duties as assigned

MARKETING AND COMMUNICATIONS

- 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
- Create content in the following areas:
 - original research, writing, photography, and video for media materials and digital communications (press releases, social media, e-newsletter, web site copy, news articles) and editing of existing material
 - 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 monthly e-newsletter)
 - maintain and update Heights Arts website to ensure accuracy and clarity about programs and events

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Required: The successful candidates will be self-motivated and deadline-oriented. Must have excellent communication and writing skills, and prior experience in promotion through social media platforms. Must be highly organized and experienced in managing project details, and understand the strategic goals of the organization to provide effective communications about Heights Arts programs.

Preferred: Experience planning, organizing and / or working at a nonprofit or arts-oriented organization. Experience with Adobe Suite and video software. Knowledge of and connection within the arts community – especially in literary, visual and musical arts.

When: Between 10 and 12 onsite hours per week. Schedule includes regular hours in addition to programming and event schedule, and staffing needs. This position is approximately 75% Marketing and 25% Programming.

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

www.heightsarts.org

<https://www.facebook.com/HeightArts>

Compensation:

\$12.00 - \$13.00 per hour

401K Matching

Employee store and exhibition discounts

Paid Holidays

Contact: Please apply online at <http://www.heightsarts.org/employment/> by submitting your resume, cover letter, writing sample and professional references. 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.