



Communications and Social Media Coordinator, PT

General Description: The Communications and Social Media Coordinator is a part-time position responsible for shaping and amplifying Heights Arts' public voice, image, and community presence through visual and written communications. This role ensures that programs across Heights Arts' literary, musical, and visual arts disciplines are creatively represented and promoted in print, digital media, and across multiple platforms. The Communications and Social Media Coordinator will maintain a marketing plan and content calendar, help share Heights Arts' programs and campaigns with the community and assist in cultivating partnerships with outside businesses and organizations. The position works closely with program staff and reports to the Programs and Events Manager.

General:

- Maintain professional standards including timely communication and attention to detail
- Attend weekly staff meetings and the annual All Organization Retreat
- Provide staffing backup for gallery and store, phones, etc.
- Serve as an ambassador of Heights Arts
- Attend and document programs and events both on and off site
- Maintain and organize photo and video of program activities
- Manage and update business hour changes and visitor information onsite and online
- Other duties as assigned

Marketing, Communications and Social Media:

- Ensure that all information is accurate online and in print across platforms, and is communicated according to the organization's standard communication style
- Develop and maintain a seasonal marketing plan across all programs
- Plan and execute promotional strategies for exhibitions, store, concerts, literary programs, and partner events
- Manage social media presence to engage and build community through appropriate online channels (including but not limited to Facebook, Instagram, the Heights Arts website, and LinkedIn)
- Work with program staff to perform original research, writing, and photography 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, posters, fundraising and membership materials) and ensuring that all print materials are stocked and available on-site or for offsite events
- Manage Heights Arts website and ensure all information is current and accurate

HEIGHTSARTS

- Coordinate video or print interviews with participating artists, patrons, and key stakeholders
- Post all Heights Arts events on external calendars
- Manage the creation of seasonal Events fliers including compiling all seasonal program information and working with outside designer within defined timeline
- Assist with membership campaigns and fundraising initiatives as needed

Advertising and Funder Recognition:

- Develop an advertising strategy with program staff for promoting important events and projects
- Maintain internal advertising calendar and track paid sponsorships, ad trades, and ad purchases in print and Heights Arts e-news and ensure that sponsors and funders are up-to-date and accurate online and in print
- Develop new and cultivate existing ad trade or purchase relationships with outside organizations

Program Administration

- Assist program staff with maintaining and soliciting current artist bios, and quotes, and other promotional materials
- Assist with programming documentation for archival records, marketing, and grant reporting
- Assist with Store sales as needed, and complete monthly training requirements

Qualifications

Required:

- Strong writing, editing, and communication skills
- Highly organized with strong attention to detail and ability to manage deadlines
- Ability to manage multiple projects and adapt to changing priorities
- Self-motivated and comfortable working both independently and collaboratively

Preferred:

- Experience in nonprofit, arts, or cultural organizations
- Experience with social media platforms and content strategy
- Familiarity with email marketing tools (Mailchimp), Canva, and Adobe Creative Suite
- Experience with database, e-commerce, or CRM systems
- Experience with photography, video, or content creation
- Volunteer or community engagement experience

When: 15 -20 hours per week, with at least 80% onsite with regular work hours during weekdays, and evenings and weekends required for events

HEIGHTS ARTS

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>

<https://www.instagram.com/heightsarts>

Compensation:

\$18 - \$20 per hour

401K Matching

Employee Discount in store and exhibitions

Hiring Process: The position will remain open until filled. Apply online at

<http://www.heightsarts.org/employment/> by submitting your resume and cover letter, and two previous writing samples relevant to the position. At least one must include a graphic element. If you do not have a previous sample which adequately supports our request, you may choose to provide an original writing sample about one of Heights Arts' programs using a photograph or graphic from our website.

No phone calls, please.

Heights Arts does not discriminate based on 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.

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.