



Communications and Social Media Coordinator, PT

General Description: The Communications and Social Media Coordinator is a part-time position responsible for all Heights Arts' visual and written communications. This key position will ensure that programs in all of Heights Arts disciplines in the literary, musical, and visual arts are represented and promoted on various platforms, maintain a marketing plan and calendar, and assist the Program Manager in cultivating opportunities for outside businesses and organizations to partner with Heights Arts. The Communications and Social Media Coordinator will work directly with the Program Manager and report to the Executive Director and General Manager.

General:

- Maintain professional standards including timely communication and attention to detail
- Attend weekly staff meetings
- Provide staffing backup for gallery and store, phones, etc.
- Serve as an ambassador of Heights Arts
- Assist staff and Fund Development committee with business and individual membership campaign as needed
- Attend and document programs as needed
- Other duties as assigned

General Administration

- Check voicemail and forward to appropriate person as needed
- Check organizational general email and forward to appropriate person as needed
- Responsible for updating the website with proper information about upcoming events and programs

Governance

Assist ED in the following areas:

- Work with PM to provide periodic board updates about programming for board meetings
- Develop informational materials for funders

Marketing and Communications:

Assist PM in the following areas:

- Develop a marketing plan
- Maintain a comprehensive marketing calendar to include promotions and advertising
- Ensure information is accurate online and in print across platforms

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Social Media and Marketing

- Manage social media presence to engage and build community through appropriate online channels (including but not limited to Facebook, the Heights Arts website, and monthly e-newsletter)
- Ensure program and marketing calendar is updated and accurate including exhibitions, concerts, poetry and other partner events
- 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, exhibition cards, fundraising and membership materials)
- Coordinate video or print interviews with participating artists, patrons, and key stakeholders
- Maintain and organize photo and video of program activities

Advertising

- Maintain advertising budget
- Research and develop an advertising strategy for promoting important events and projects
- Maintain internal advertising calendar and track paid sponsorships, ad trades, and ad purchases in print and Heights Arts enews
- Develop new and cultivate existing ad trade or purchase relationships with outside organizations

Program Administration

- Maintain 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

Required: The successful candidate will be self-motivated, deadline-oriented and comfortable managing a marketing schedule. Candidates must have excellent communications and writing skills and be able to prioritize according to changing organizational needs and multiple programs. Must be highly organized and experienced in managing project details and understanding the strategic goals of the organization. When applying, the candidate must provide two previous writing samples relevant to the position. At least one must include some graphic element. The candidate may choose to provide an original writing sample about a Heights Arts program using a photograph or graphic from the website if both previous samples do not adequately illustrate skills needed for the position.

Preferred: Experience planning, organizing, or working at nonprofit or arts-oriented organization. Prior database and/or financial software experience. Volunteer coordination experience.

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When: 15 -20 hours per week, with at least 80% onsite with regular work hours during weekdays, and periodic events evenings and weekends depending upon the event schedule and staffing needs.

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:

\$16.00 to \$18.00 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.