



**THE ARTS COUNCIL MARKETING AND EVENTS COORDINATOR
JOB DESCRIPTION**

The Arts Council, a 501 (c) (3) nonprofit organization with a 50+ year history of making the arts accessible to visitors and residents of the Brazos Valley, seeks a dynamic and outgoing professional to assist with resource development and marketing efforts. Supporting 60 affiliate arts, culture, and heritage organizations, 300,000+ residents in 7 counties, Texas A&M University, Blinn College and over 3.5 million Brazos Valley regional visitors annually, The Arts Council is poised for exciting growth in our new arts facility that serves as the hub of the arts in the region.

Position Title: Marketing and Events Coordinator

Reports to: Executive Director

Hours: Monday-Friday 8am-5pm, some nights and weekends

Position Summary:

We are looking for an experienced Marketing and Event Coordinator to develop and manage marketing programs in specific channels, support business objectives, lead acquisition, foster member retention, execute business development, provide management support, and advance brand building. This position works closely with the Executive Director.

Qualifications:

- Bachelor's Degree in Marketing, Business, or similar
- 2+ years of experience in marketing
- Experience building complex marketing programs and reporting on the results
- Exposure to digital and direct response marketing management
- Competence as a creative writer with an eye for great storytelling, emails and landing pages
- Strong organizational and verbal communication skills
- Strong project management skills, problem-solving ability, and metrics-driven thinking
- Able to work independently and closely with a small team
- Familiar with the following software/tools: Microsoft Office, Google Drive, Adobe Products, HootSuite/Buffer, Constant Contact, and all social media platforms.
- Must have or be able to obtain a valid driver's license and reliable transportation and pass background check
- Able to lift up to 30 lbs. and complete tasks that require some climbing

Summary of Responsibilities:

Marketing

- Manage all organizational communications resources including brochures, forms, reports, press releases, video, media interviews, e-newsletters, mailings, website, and social media
- Build marketing programs to support specific marketing objects across different channels in support of our overall strategic marketing plan
- Market through various channels, working with many vendors, clients and data sets
- Ensure efficient and effective advertising placement
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead and membership retention
- Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications
- Partner with creative teams, supervise marketing and design interns, and work with other internal stakeholders and external agencies
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
- Work with the Executive Director to manage marketing budget and to update marketing and communications plan
- Work with other members of The Arts Council staff on programs and events as needed or requested
- Collaborate with Program, Development, and Event personnel to ensure their programs are being marketed appropriately
- Manage the promotion of Affiliates events appropriately and work with their marketing teams to ensure we are promoting their programs and events, as well as ensuring our advertising needs are met as per contracts with grants programs

Membership/Donor Development

- Manage all aspects of and grow The Arts Council's membership program
- Work closely with the Executive Director and Development personnel, assist in the cultivation and maintenance of members and donors
- Promote Arts Council membership and various other ways people can support our mission and organization
- Manage benefits of memberships, sponsorships and donors
- Record information in donor software on membership, sponsorships, and donors in collaboration with Development personnel

Events Management and Visitor Center

- Open and close the Visitor Center & Galleries daily
- Responsible for the effective running and management of the welcome desk and positive public interface in the Visitor/Gallery side of the facility

Marketing and Events Coordinator Job Posting

- Proactively greet and assist visitors and provide detailed and accurate information, directions, and/or history about The Arts Council and its affiliates' offerings, opportunities, and programming
- Work with other Arts Council staff to develop a docent program and assist with the training and scheduling of docents
- Respond to visitor, staff, board, and customer inquiries via the phone, in person, written correspondence, and e-mail in a courteous and professional manner
- Perform general administration duties including opening and routing mail, answering phones, filing, sales, data entry, inventory control of marketing materials, etc.
- Manage all gallery sales and transactions
- Conduct sales calls to generate future events and rental sales
- Responsible for the sales, coordination, and planning, event set-up, execution, vendor management, tear down, and clean-up of contracted events
- Responsible for the recruiting, contracting, and management of artist studio rentals
- Maintain facility booking calendar, including coordination and scheduling of all rental spaces and meeting rooms
- Maintain proper communication and records with customers regarding rental preparations, deposits, contracts, and records
- Coordinate and monitor event timelines and ensure deadlines are met
- Enforce and maintain facility policies, keeping a high standard of cleanliness and organization of the facilities
- Inventory control of rental equipment and resources
- Work jointly with other Arts Council staff to plan and coordinate the logistics of all Arts Council special events, fundraisers, gallery openings, and workshops, including registration and attendee tracking, and pre- and post-event evaluations
- Cooperate with Marketing Department to promote and publicize events and facility

General Services Duties

- Assist Program personnel in Gallery as needed
- Assist Executive Director and Program personnel, as needed
- Assist with training work studies and interns
- Engage in conversation about The Arts Council's mission and our role as a community resource
- Appropriate dress attire

Other Duties as assigned

Compensation and Benefits:

Starting range would be \$40,000 - \$55,000 Annually, based upon experience and skills. Retirement and generous vacation, holiday and sick leave package offered at the end of the probationary period.

Marketing and Events Coordinator
Job Posting

How to Apply:

Submit:

- o cover letter please include what makes this position so appealing to you and why would you want to work with Arts Council of Brazos Valley, please share an example of your most successful marketing campaign; what made it so successful and what would you have done differently?
- o three references
- o resume outlining relevant accomplishments and qualifications
- o salary requirements

Email: Arts Council Executive Director at deputy@acbv.org with “Marketing and Events Coordinator” in the subject line. No calls or visits, please.

The Arts Council of Brazos Valley is committed to equality of opportunity for job applicants and employees. This organization does not discriminate against job applicants or employees because of race, color, age, religion, national origin, political or union affiliation, marital status, veteran status or gender and sexual orientation.