EDMONDS PUBLIC FACILITIES DISTRICT/
EDMONDS CENTER FOR THE ARTS
Announces the following EMPLOYMENT OPPORTUNITY:

POSITION: Marketing & Communications Assistant
CLOSES: Open until filled; first round interviews expected TBD
EMPLOYMENT STATUS: Permanent, Full Time, Non-Exempt
REPORTS TO: Director of Programming & Communications
SALARY: Starting Salary Range: $39,250-$43,000 (Dependent on Experience)
Position Salary Range: $39,250-$47,840
BENEFITS: This position is eligible for a competitive package including:
• Medical, Dental, Vision benefits available.
• Participation in the Washington State PERS retirement plan and ability to enroll in the Deferred Compensation Plan.
• Company paid LTD and Life Insurance, with option to enroll in voluntary plans.
• Up to 10 days of vacation time per year, up to 12 days of sick time per year, and 12 paid holidays per year.

Edmonds Center for the Arts (ECA) a 700-seat, state-of-the-art performing arts venue located on the campus of the original Edmonds High School, just 20 minutes north of Seattle, seeks a creative, driven, and highly organized individual to join the Marketing & Business Development Team.

ECA presents an array of outstanding performing artists from around the world, provides space, production management, and technical expertise for a variety of community partners and rental clients, and serves more than 85,000 patrons who enjoy the facility annually.

A vital aspect of ECA’s vision is creating welcome entry points for all – including community members that have historically been underrepresented. To this end, ECA seeks a Marketing & Operations Assistant with a commitment to building meaningful and diverse relationships and has a drive to think creatively and holistically about audience engagement and development. ECA is an innovating and challenging workplace, and the qualified candidate will need to be flexible, positive, and able to contribute to a rapidly growing organization.

POSITION SUMMARY:

The Marketing and Communications Assistant supports the strategic planning, coordinating, and implementation of organizational marketing, communications, and business development strategies designed to increase the visibility, engagement, and annual ticket sales of ECA and its programs. They interact with other departments on various project needs and project management culminating in positive cross-departmental collaboration and interaction with select vendors.

The Marketing & Communications Assistant is creative, driven, highly organized, and committed to building meaningful relationships internally and externally. They think ingeniously and holistically about audience engagement and development to assist with building the marketing and communications systems and strategies needed to ensure the continued growth and success of ECA. They love social media and finding new and exciting ways to tell stories and connect with patrons, audiences, donors, and community members.
They are a strong communicator, writer, and editor, and enjoy developing copy and content that is original, dynamic, and motivates audiences to participate. Like all employees at EPFD/ECA, the Marketing & Communications Assistant must collaborate well with all team members and remain committed to EPFD/ECA’s mission, goals, and values.

ECA’s Marketing & Communications Assistant is committed to inclusion, diversity, equity, and accessibility, and strives to continuously reflect these values within both internal and external relationships. The Marketing & Communications Assistant values a diverse team, welcomes different perspectives and approaches, and ensures their colleagues and partners feel valued and empowered.

**PRIMARY DUTIES & RESPONSIBILITIES:**

**Marketing & Communications Support Functions:**
The Marketing & Communications Assistant works closely with the Director of Programming & Communications and the Marketing & Communications Coordinator in the following areas, but not limited to:

- Support creation, development, and implementation of all ECA marketing, communications, and promotional campaigns and initiatives.
- Support storytelling and branding efforts to increase visibility of ECA and its programs locally, regionally, and nationally.
- Create and lead social media campaigns, produces and schedules content, drives and tracks engagement on ECA’s social media channels including Facebook, Instagram, YouTube, and LinkedIn.
- Strategize initiatives to increase social media followers and grow ECA’s social media impact over time.
- Support creation, distribution, and scheduling of email marketing campaigns in collaboration with Marketing & Communications Coordinator.
- Create and distribute pre- and post-show patron email communications.
- Create all post-show patron surveys, organize responses, and analyze data.
- Assist with the timely and accurate updating of ECA’s website and app.
- Support copyediting of event descriptions and promotional materials.
- Support graphic design for social media content, season assets (including posters, postcards, brochures, etc), program flyers, yard signs, digital assets, advertisements, and other promotional materials as needed.
- Lead grassroots event promotion through distribution of posters, postcards, flyers, and relationship development with community partners.
- Submit all ECA events to online calendars and listings in an organized and timely manner.
- Track and maintain analytics (e.g. Google, Social Media, etc.) to help identify trends and key opportunities.
- Understand ECA’s vision, brand, and programs to communicate clearly though verbal, written, and digital outlets.
- Other projects as directed for marketing and communications.

**Operational & Cross-Departmental Support Functions:**
The Marketing & Communications Assistant supports cross-department collaboration between Marketing, Programming, Patron Experience & Box Office, Development, Education & Community Engagement, and Rentals Departments in the following areas, but not limited to:

- Support management and updates of shared timelines and project calendars.
• Support key departments through targeted social media and email campaigns to promote ECA’s events, campaigns, and programs.
• Provide administrative support in the creation of agendas, taking of meeting notes, and follow-up reports as needed.
• Conduct research, focus groups, and support surveys in audience engagement and development as needed.
• Handle confidential information professionally, discreetly, and appropriately.
• Other projects as assigned.

Preferred Knowledge, Skills and Abilities:
• Excellent written, editing, and verbal communication skills.
• Savvy and creative with content marketing.
• Strong organizational and project management skills.
• Computer literacy. Proficient in MS Office suite including MS Word, Excel, PowerPoint, Teams, and Outlook.
• Skilled in social media platforms and driving engagement (e.g., Facebook, Instagram, YouTube, LinkedIn)
• Excellent customer service skills, including establishing and maintaining cooperative working relationships.
• Must be able to organize and prioritize work, be proactive, take initiative, follow through, and simultaneously manage multiple priorities to ensure goals are met in a timely manner. Strong attention to detail required.
• Interest in and ability to work well in a team setting, as well as independently; be flexible and adapt well to different dynamics in a fast-paced work environment.

Education and Experience:
• Bachelor’s degree or equivalent combination of education and experience. or equivalent combination of education and experience that provides the required knowledge, skills, and abilities.
• Minimum 1-2 years professional work experience in marketing and communications.
• Experience working with email marketing platforms (Mailchimp)
• Experience using a CMS (Website Management, especially WordPress)
• Experience with Graphic Design programs (InDesign, Photoshop, Canva), a plus.
• Video content creation and editing skills, a plus.
• Experience in the performing arts, a plus.

Working Conditions:
The Marketing & Communications Assistant may be required to work outside a normal workday and/or weekends to support events and programs.
• Prolonged periods of remaining in a stationary position in an office setting and constantly operating a computer.
• Ability to observe details at close range during computer use and document review.
• Repetitive use of hands and wrists on computers and telephones.
• The ability to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations.
• Occasionally must be able to lift up to 40 lbs at a time.