

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



POSITION: **MARKETING & COMMUNICATIONS COORDINATOR**
EMPLOYMENT STATUS: Permanent, Full Time, Exempt
REPORTS TO: Director of Marketing & Business Development
SALARY RANGE: \$38,000 - \$45,000, plus benefits

JOB SUMMARY:

ECA presents a high quality and diverse season of music, dance, theatre, comedy and special attractions in its beautifully renovated performing arts facility in South Snohomish County, WA, just 25 minutes north of Seattle.

Edmonds Center for the Arts (ECA) is a not-for-profit performing arts center that celebrates the performing arts, strengthens and inspires our community and stewards the development and creative use of the ECA campus. ECA's vision is to create a vibrant community in which the performing arts are woven into our daily lives and valued for their power to entertain, educate and inspire.

ECA is looking for an individual who would like to gain insight and experience in the non-profit arts world. **The Marketing & Communications Coordinator** will provide support to the Director of Marketing & Business Development.

The ideal candidate will have experience in securing ad sales, account relationship management, communications & marketing, social media, website maintenance and designing and developing content and strategies to help grow ticket buyers, donors, rental clients and establish our brand messaging.

This position requires excellent written and oral communication skills, strong attention to detail, and the ability to remain calm under pressure. ECA is an innovative and challenging workplace. The qualified candidate will be flexible, positive and able to contribute to a rapidly growing organization.

Edmonds Center for the Arts is an equal opportunity employer.

KNOWLEDGE, SKILLS, EXPERIENCE & ABILITIES:

- Experience in selling advertising
- Possesses knowledge of current trends and techniques in ad sales, communications, media relations, social media & website maintenance
- Demonstrated ability to build relationships with customers and meet revenue goals
- Ability to work under pressure and meet targets
- Maintains excellent organizational, writing and language skills with a keen attention to detail
- Strong collaborative, team player with excellent sales, communication, marketing and customer service skills
- Ability to develop and implement new and creative ideas
- Excellent project management skills
- Strong computer skills: graphic design software, web design/maintenance software, MS Office

ESSENTIAL JOB FUNCTIONS:

Social Media:

- Responsible for developing, managing and implementing social media strategy for the organization
- Research and create content for engaging, timely posts

- Grow ECA's online community through audience engagement tactics and strategies
- Monitor social media platforms on an ongoing basis, not just standard work hours, to interact, respond and reply to inquiries to maintain strong response rate
- Strong knowledge of Facebook event pages and how to leverage them to increase ticket sales
- Reputation Management: Monitor and appropriately interact/respond to public relations activities; keep Director of Marketing informed
- Manage Facebook Groups (ECA Educators Group, ECA Volunteer Group) working with team members to plan and post content and grow engagement
- Generate interest and ultimately ticket sales for multiple ECA presented series
- Support Development, Education & Outreach, Rentals and Patron Services by creating social media content that relates to overall objectives of each department
- Stay current on social media best practices and effective strategies – Facebook, Twitter, Instagram and YouTube
- Knowledge of Facebook best practices
- Result driven approach, providing analytics and analysis of campaigns
- Knowledge of graphic design

ECA App:

- Launch and manage the ECA App
- Develop content for the new app
- Stay current on features available within the app
- Recommend and implement campaigns/push notifications with Director of Marketing
- Maintain contact for Apple Developer and InstantEncore on set-up/functioning of app
- Work with graphic designer on needed graphics for consistent branding
- Enter ECA events, featured content, images
- Manage promotions and push notifications
- Plan and implement communications/marketing strategy for attracting audience to utilize app

e-Newsletters:

- Responsible for writing 2 monthly eNewsletters and additional promotional eNewsletter
- Communicate with Director of Marketing and Director of Development with recommendations on content.
- Curate and write eNewsletters using best practices
- Grow eNewsletter subscriber list using best practices
- Monitor analytics and provide feedback/recommendations on continually improving results

Sales:

- Generates revenue through ad sales for ECA's Patron Programs, website and e-newsletters to achieve sales goal for Marketing Department
- Manages client advertising contracts, invoicing and payments
- Understands and supports the annual marketing plan and implementation, and works with the Director of Marketing & Business Development in the development of an annual sales plan
- Responsible for the creation, management and maintenance of a sales tool-kit
- Manages the client and prospect lists
- Assists the Director of Marketing & Business Development with new business development and group sales

Website Management:

- Manage, maintain and update website events, business listings and content pages as needed, keeping site fresh and current
- Primary contact for web design company
- Works directly with company contacts on updates and improvements
- Maintain eNewsletter sign ups, adding new subscribers into eNewsletter system

Communications/ Public Relations/Marketing:

- Writes all press releases and works with Director of Marketing for approval
- Sends press releases and follows up with appropriate contacts to generate interest and provides high resolution images to media contacts
- Coordinates interviews with agency/artists and interested media
- Manages outreach events/booth at local festivals
- Member of ECA Marketing & Business Development Committee and attends/participates in monthly meetings
- Attends monthly *Market the Arts* task force meetings
- Other duties as assigned

WORKING CONDITIONS:

The Marketing & Communications Coordinator will be asked to work during a number of performances and special events that occur outside of the normal work day and on weekends.

NOTE: Pursuant to the Immigration Reform and Control Act, all new employees must present acceptable documents verifying identity and authorization to be employed in the United States. Additionally, all applicants must possess a valid Driver's License.

HOW TO APPLY/APPLICATION REQUIREMENTS:

Please email **cover letter** describing qualifications, **resume**, three **references AND a completed EPFD/ECA Application form** (available for download at <https://www.edmondscenterforthearts.org/who-we-are/employment>) to tina@ec4arts.org, subject line **Marketing & Communications Coordinator Job Posting**, or mail to *Edmonds Center for the Arts, 410 4th Avenue North, Edmonds, WA 98020* by **March 22nd**. **No phone calls please.**

Please note: An ECA Application Form is required for all ECA job openings. It is important that you review the application carefully. An incomplete application may disqualify you. Any individual requiring ADA accommodation during any part of the selection process should advise Edmonds Center for the Arts of the need.