

Overview

The Marketing Manager will play a critical role in advancing the mission of 516 ARTS by implementing strategic marketing and communications efforts that increase visibility, drive attendance, and promote community engagement. This part-time position can be remote, with a flexible weekly schedule and additional hours required surrounding programs, exhibition openings, and major announcements. Reporting to the Executive Director, this position collaborates across departments to ensure timely, consistent, and effective promotion of 516 ARTS' exhibitions, programs, and institutional initiatives. The ideal candidate is a strong writer and creative thinker with a proven background in marketing or communications, a working knowledge of contemporary art and nonprofit culture, and a commitment to inclusivity and accessibility in public engagement.

- **Position Structure:** This position may be staffed or contracted, depending on the candidate's qualifications and organizational needs.
- **Hours & Compensation:** This is a part-time position, approximately 15 hours per week, with compensation ranging from \$25 to \$30 per hour based on experience.

Marketing and Communication Strategy 45% of time

- **Plan, create, and execute promotional strategies** for exhibitions, public programs, and more, working in collaboration with the Programs and Development teams.
- **Cultivate and maintain strong relationships** with press outlets, community partners, and in-kind media sponsors.
- Manage and update the marketing calendar and production schedule in **Monday.com** to ensure alignment with institutional priorities.
- **Plan and book advertising** in advance; ensure all ED-approved ads are submitted accurately and on time.
- Coordinate with the Executive Director to shape and share messaging for organizational initiatives, **fundraising campaigns**, and donor communications.
- Regularly maintain all **public calendars** with up-to-date event information.
- Contribute creative ideas to amplify the brand and grow audience engagement across platforms.
- **Create and maintain audience personas** to guide strategic targeting of key messages.
- **Maintain and evolve visual identity standards**, ensuring consistent use of branding across all materials.
- Work with the Programs and development teams to maintain up-to-date **sponsorship recognition**.

Digital Marketing and Content Creation 40% of time

- **Design and produce digital and print marketing materials** for exhibitions (~3 annually) and development campaigns (~3 annually).
- Draft, schedule, and distribute **regular e-newsletters** and announcements using Mailchimp.
- Maintain and update the **516 ARTS website** (WordPress) monthly, ensuring current and accessible content for all programs and initiatives.
- Manage and grow **social media** presence across platforms (currently Instagram and Facebook) through original content creation, community engagement, and promotional campaigns.
- Maintain an organized and up-to-date digital video archive.
- Ensure all written content aligns with 516 ARTS' voice, mission, and commitment to equity and inclusion.

Media Relations and Analytics 10% of time

- **Write and edit copy** for press releases, exhibition labels, donor appeals, and other public-facing content. **Manage press inquiries**.
- **Work public and private programs** as scheduled inclusive of First Fridays, public programs, and youth education programs.
- **Develop and distribute press releases** and media alerts, and maintain relationships with local and national press.
- Track press coverage and maintain an organized press archive.
- Use tools such as Google Analytics, Meta Insights, and Robly reporting to track engagement and improve marketing efforts.
- Prepare and present **annual marketing reports** with key performance metrics and recommendations.

General 5% of time

- **Attend all weekly staff meetings** to remain current with all organizational activities.
- Work within approved marketing budget.
- Assist with special projects, promotions, and public announcements as needed.
- Follow all policies outlined in the **Fiscal Policies and Procedures and the Employee Handbook**.

For best alignment with this position, the ideal candidate:

- Has **excellent written and verbal communication skills**.
- Must have a knowledge of the **Adobe and Microsoft Suite**.
- Demonstrates fluency in **digital marketing tools and platforms**.
- Has knowledge of, and interest in, contemporary art and public engagement.
- Is highly organized and detail-oriented, with the ability to manage multiple deadlines.
- Has a creative, solutions-focused mindset and enjoys collaboration.
- Has a **minimum of 2 years relevant experience**.
- Is kind, dependable, flexible, and professional

516 ARTS is committed to diversity and inclusion. We encourage candidates from all backgrounds to apply.