

Job title	<i>Communications Coordinator</i>
Reports to	<i>Director of Development & Marketing</i>
Classification	<i>Full time Salary Non-Exempt</i>

Job purpose

The Communications Coordinator is responsible for public perception of the Art Association. Responsible for implementing marketing strategies and ensuring that all information published is consistent with the communications strategy of the organization.

Duties and responsibilities

- Develop a cohesive communications strategy that includes graphic design for advertising & social media
- Execute all digital and print communication, including website updates, bi-weekly newsletters and press releases
- Manage media relations, advertising, social media, Emma, and website
- Ensure quality control of all information released
- Create branded templates for signage, business cards, and letterhead materials
- Work with all other departments to make sure their needs are met, e.g. education flyers, event promotion and fundraising campaigns
- Work with contract designer to help with branding and messaging as necessary

Qualifications

- Bachelor's Degree in a related field
- At least 3 years of graphic design or marketing experience, with proficiency in Adobe Suite, etc.
- Experience in the management of email marketing systems and website platforms
- Ability to manage diverse creative projects
- Strong communication skills, both written and oral
- Strong organizational skills, including the ability to prioritize projects and creatively solve problems
- Spanish speaking a plus

Working conditions

Salaried nonexempt employees receive a salary rate for a fixed number of hours. However, when they exceed the fixed number of hours and work more than 40 hours in a week, they receive overtime

compensation. A non-exempt employee is entitled to pay at the rate of one and one-half times their regular rate of pay for any hours worked in excess of 40 hours a work week.

Potential for occasional evening and weekend obligations. Open office workspace with potential for occasional remote work hours.

Physical requirements

Ability to perform sedentary work. Visual acuity necessary to utilize a computer monitor throughout the course of a normal workday. Ability to perform repetitive keyboarding activities and operate general office equipment. Ability to communicate verbally, both in person and over the telephone. Ability to lift, push, and pull up to 75 pounds. Ability to stand and walk for long periods of time. Ability to work outside in rain, wind, cold or heat.

Approved by:	<i>Jennifer Lee</i>
Date approved:	<i>03/23/24</i>
Reviewed:	<i>03/23/24</i>