

William Bonifas Fine Arts Center

Job Description

TITLE: Education and Marketing Coordinator

SUPERVISOR: Executive Director

HOURS: 35-40 hours per week

Nature of Work

This individual is responsible for performing duties associated with arts education for youth classes, adult classes and workshops in support of the mission of the Bonifas Arts Center. This includes developing new classes, recruiting and retaining class instructors, maintaining existing programs, and evaluating effectiveness of all programming on a regular basis. He or she will work closely with the Gallery Coordinator and Special Events Coordinator to coordinate classes that relate to gallery exhibits and/or upcoming events. The coordinator will work closely with the Executive Director to evaluate potential funding options including grants, sponsorships and specially designed programs. The coordinator will maintain positive working relationships with area school systems as well as with instructors and the artistic community.

Marketing coordinator is responsible for performing duties associated with promoting and marketing the Bonifas Art Center's brand and programs, locally and regionally, through all media and channels. They work closely with the Executive Director as well as other Coordinators (Events and Gallery).

Qualifications

- Bachelor's degree from an accredited college or university required (education, business, marketing or communications preferred)
- Strong organizational and leadership skills
- Strong background in education or experience in the arts and arts education preferred
- Excellent written and oral communications skills required
- Proven ability to convey a brand's message and story consistently across all marketing channels
- Demonstrated social and relationship building skills
- Desired experience in creating, budgeting and promoting programs
- Expertise in computer usage (word processing, spreadsheets, databases, email, Internet, etc)
- Strong social media skills and demonstrated experience (FB, IG, YT and Twitter, analysis, branding and technical aspects)
- Graphics design skills are desired, but not required.

Essential Functions

- Develops youth and adult classes, after school programs and summer arts activities based on analysis of local market and benchmarking to other comparable organizations
- Develops in-person and online classes by sourcing instructors, scheduling dates, providing written descriptions and fulfilling supply lists provided by instructors.
- Develops and manages both an education budget and a marketing/promotion budget

- in accord with the Bonifas general budget
- Writes and executes all contracts, registrations and promotional materials in a timely manner (or provides relevant information to support staff) following established by the Bonifas practices and guidelines
- Creates and maintains positive working relationships with instructors, schools, class participants, local authorities, charitable organizations, and other community organizations
- Organizes, purchases, and prepares art supplies for all Bonifas classes and programs
- Creates marketing and promotion plan for all Bonifas classes, events and exhibits
- Develops and implements social media promotion strategy based on the analysis of social media users data, understanding of Bonifas strategy and market analysis
- Keeps staff informed of promotional plans, social media strategy and areas of staff involvement
- Creates, with staff input, the content of each month's Lively Arts Page
- Updates community calendars/ marquees/ etc. through timely contacts with other organizations
- Coordinates guests for radio spots
- Manages multiple projects comfortably
- Looks for and acts on the opportunities to promote the Bonifas' presence and mission in our community (locally and regionally)
- Works in long-range, short-range and immediate timelines
- Other duties as assigned

Examples of Work

- Develops new class ideas through utilizing surveys with class, seeks out participant input and conducting research of the marketplace
- Executes contracts for instructors
- Organizes and orders class supplies in accordance with instructor requests and completes necessary class prep
- Evaluates effectiveness of classes and education programming, develops and implements new classes and series to keep up with changing market demands
- Develops printed marketing materials, such as posters, school flyers, cards
- Creates, maintains and grows social media presence with the goal of growing membership and participation in Bonifas classes and events
- Establishes contact and works together with local and regional artists, schools, other educational and community organizations
- Works with management to prepare and monitor budgets and to maintain expected margins
- Maintains files of plans, budgets and after-action reports for classes and projects

The above position description statements are intended to describe the general nature and level of work performed in this classification. They are not intended, and should not be construed as exhaustive lists of all job functions, responsibilities, skills, efforts, or working conditions necessary to perform a job per personnel so classified. These are intended to be accurate reflections of principal job elements and may be supplemented as necessary.

I have read and understand this job description, and I understand that these are criteria against which I will be evaluated.

Employee

Date

Developed 07/20

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Revised: