



## Santa Cruz Art League

### Marketing Coordinator Job Description

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**Reports To:** Executive Director

**General Summary:** Part time marketing position that includes assisting with day-to-day operations of the Santa Cruz Art League and support exhibitions, programs and sales.

#### **Duties & Responsibilities:**

- **Marketing**
  - **Send calendars to newspapers and First Friday**
  - **Email blasts: classes, exhibitions, events, juried shows, etc.**
  - **Social Media**
  - **Posting juried shows on artshows.com and other sites**
- **Exhibitions**
  - **Prospectus: printed and online**
- **Website:**
  - **Updating and posting content**
- **Publications**
  - **Newsletter design, management and printing**
  - **Postcards, posters, catalogs, etc.**
- **Other duties as assigned:**
  - **Phones**
  - **Class registration**
  - **Gallery, Membership, and Gift Shop sales**
  - **Intern(s)**

#### **Qualifications**

- Strong interpersonal, communications, customer service, and organizational skills.
- Proficiency in graphic (Adobe Creative Suite) and office software (Microsoft Office), databases, Mac & PC platforms, WordPress website data entry, and social media, as well as tech troubleshooting and A/V equipment.
- Minimum of 3-5 years relevant experience.
- Able to lift 40 pounds and stand for two hours.
- Experience and understanding of arts nonprofits