

Crealdé School of Art Marketing Manager

Overview:

The Crealdé Marketing Manager represents our mission, programs and brand to the broader community, inviting the participation of new and existing students, members and donors. This is accomplished through a mix of strategies and tactics including printed and electronic communications; special events and receptions; and relationships with the media, vendors, visiting artists, faculty, students, staff and marketing interns. The position encompasses the formulation of an annual marketing plan in accordance with Crealdé's programmatic and institutional goals to the implementation of the plan; and reports directly to the Executive Director.

Please mail or hand-deliver a compelling letter of intent and resume to Peter Schreyer, CEO/Executive Director, Crealde School of Art, 600 St. Andrews Blvd., Winter Park, FL 32792. Information must be received by Monday, May 8, 2017 by 4:00 p.m. No phone calls or emails please. The start date will be Monday, July 10, 2017.

Requirements:

- A four-year degree or comparable work experience.
- A minimum of two years marketing communications and/or brand management experience.
- Excellent planning, time-management, and organizational skills.
- Excellent written and verbal communication skills, including editing capability.
- Strong service orientation and interpersonal skills.
- Graphic design capability and proficiency in Word, Excel, Adobe InDesign, Photoshop, web site management and social media applications.

Responsibilities:

1. Marketing plan: In cooperation with other functions, develops a comprehensive and balanced marketing communications plan, with associated budget and timeline; tracks spending against approved budget and meets regularly with key stakeholders to review progress against plan.
2. Brand management: Seeks to continually understand, improve and manage the Crealdé brand through all marketing communications initiatives, including the establishment and maintenance of a style guide and design templates, and oversight over all communications processes with an eye for brand integrity and continuity.
3. Sales and fundraising support: Interacts with administrative functions, including programming, registration and development to support program goals, class and workshop sales, community partnerships and fundraising goals.
4. Promotional publications and signage: Produces key Crealdé printed publications, from bidding-to design-to mailing, including program guides, workshop and event flyers, gallery invitation postcards, periodic special catalogs, brochures and programs.

5. Online promotion: Produces weekly email newsletter communication to students and members. Maintains and continually improves Crealdé's two websites including regular programming updates.
6. Social media: Creates "campaigns" around planned Crealdé initiatives and programs. Acts as the online face and brand of Crealdé by engaging fans and audiences in real-time interaction. Oversees qualified interns and other approved administrators in doing the same.
7. Advertising: Produces advertising and calendar listings for print and online media, both free and paid, in accordance with the marketing plan and budget.
8. Media relations: Manages media relations, including writing and distributing regular press releases. Keeps up-to-date media contact list. Solicits feature and in-depth media coverage of Crealdé programs.
9. Festivals and events: Manages the promotional efforts, signage, and support materials for all Crealdé events including all gallery opening receptions, open houses and festivals in the community.
10. Collateral distribution and display: Coordinates fellowship students to distribute Crealdé promotional collateral, including program guides, annual calendars and posters. Maintains on-campus display of promotional material, as well as the bulletin board with Crealdé promotional posters and flyers, as well as posters from other arts & cultural organizations.
11. Exhibition and gallery support: Provides assistance to the curator in the production of exhibitions, including price lists, text panels and related signage production.
12. Records and archiving: Keeps detailed and organized records of marketing activity; maintains and updates collateral inventory, and archives printed materials, advertising, imagery and graphics, press coverage, including copies of and links to key online and social media coverage.
13. Intern oversight: Engages and effectively manages interns to support the above marketing efforts where appropriate.

Time Commitment and Benefits:

This is a 36-hour per week salaried position compensated at \$35,000 annually. Work hours are somewhat flexible but are typically structured as follows: 9 a.m. to 5 p.m. Monday through Thursday. . The additional four hours per week will be used for Fridays from 9 a.m. to 1p.m. unless there is a special event on Friday evening or weekend. Benefits include paid vacations and holidays, 50% coverage of health care premium under Crealdé's group plan, and one free art class per term. All benefits including paid vacation and holidays go into effect after a successful 90 day probationary period.

Crealdé School of Art is an Equal Opportunity Employer. All new employees receive a copy of Crealdé's Employee Policy Handbook.

