

Luther Burbank Center for the Arts Job Description

Job Title: Marketing Coordinator
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Part-Time, Non-Exempt
Revised Date: June 2019

Summary

The Marketing Coordinator provides administrative support for the Marketing Department, plays a large role in social media strategy and delivery, and serves as a “street team” for the organization when needed. This position is part-time, averaging 25 hours per week.

Primary responsibilities include the following. Other duties may be assigned.

- Provide administrative support to the department and to the Director, including scheduling, budget tracking, project management, shipping/mailing, ordering supplies, and other duties as assigned
- Support all marketing efforts, including direct mail, e-mail, web, print, radio & TV, as needed
- Support management of social media sites (Facebook, Twitter, Instagram, Yelp, YouTube, Trip Advisor, etc.), and report regularly on analytics and patron feedback.
- Manage Google AdWords account, submitting and monitoring ads as requested.
- Make use of Google Analytics to track website activity; assist with tracking and reporting of all online advertising initiatives
- Support the management of the Center’s electronic highway billboard and campus digital billboard
- Distribute marketing materials within the community, and other related community interaction and engagement
- Maintain, update and facilitate electronic signage in lobby and ticket office
- Participate in department planning and weekly department meetings
- Help coordinate promotional giveaways and events
- Serve as department liaison with Events Department, submitting event logistics request forms, and making arrangements for on-site marketing department meetings or events
- Proofreading ads, web content and other collateral
- Assist in building web pages using Word Press
- Capture engaging photos and short videos to enhance the Center’s social media presence; coverage of load-ins, on-site events, Education programs, etc; work with social media consultant to provide engaging content

Supervisory Responsibilities

This job has no supervisory responsibilities.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Education and/or Experience

Associate's degree (A. A.) from two-year college or technical school; or two to five years related experience and/or training; or equivalent combination of education and experience.

Critical Skills & Experience

- Demonstrable organizational skills
- Experience supporting social media channels
- High-level of comfort with computers, including thorough knowledge of standard operations and software, as well as ability to quickly learn new programs and platforms.
- Outstanding interpersonal and communication skills; ability to articulate ideas clearly, concisely, and persuasively in both written and oral format
- Ability to write reports, business correspondence, and procedure manuals
- Experience using and maintaining database or CRM systems
- Ability to solve practical problems
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs
- Strong and precise attention to detail, and multi-tasking skills
- Strong aptitude for numbers (familiarity with invoicing and accounts payable)
- The ability interpret data, analyze trends and report effectiveness
- Ability to deal with last minute deadlines, in a constantly changing environment
- Team player with a "can-do attitude"

Preferred Skills

- Strong preference given to candidates who are bilingual in English and Spanish
- Creative and journalistic writing skills
- Familiarity with Tessitura
- Interest in, or experience with, the arts
- Interest in marketing and social media

Measures of Success

- Quality, accuracy, timeliness on all critical projects
- Generally positive feedback from co-workers and patrons

Luther Burbank Center for the Arts is committed to creating a diverse work environment and is proud to be an equal opportunity employer.

To apply:

Send cover letter and resume to HR@lutherburbankcenter.org