



1515 Jersey Street
Quincy, Illinois 62301

217.223.5900

quincyartcenter.org

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Marketing Coordinator Job Description

Marketing Coordinator:

The Marketing Coordinator is responsible for planning, organizing, designing, and distributing all the Quincy Art Center's marketing material including web, printed materials, e-blasts, social media, press releases and coordinating with the press. Works closely with the Executive Director, Director of Development and the Chair of Marketing in all marketing endeavors. This is a part-time position at 15 hours per week.

Job Responsibilities:

- Implements marketing and advertising strategies, plans and objectives.
 - Designs all graphics for printed marketing pieces, digital marketing, and website.
 - Maintains website, linking all programs to CRM system.
 - Documents classes, exhibits, and events through photography, video, interviews and testimonials
 - Creates and coordinates daily social media posts.
 - Creates and sends e-blasts every two weeks.
 - Writes and submits Press Releases to local and regional media groups.
 - Schedules TV, Radio and public appearances.
 - Works directly with printers and coordinates all bulk mailing.
 - Prepares monthly marketing reports by collecting, analyzing, and summarizing data.
 - Supports staff by providing market trends and relaying customer service requests.
 - Manages mailing lists.
 - Designs quarterly mailers, quarterly flyers, and exhibit signs
 - Works with the Director of Development to design fundraising materials and invitations.
 - Keeps membership brochure and other program/event marketing materials updated and stocked on-site and with community partners.
 - Creates and coordinates the display and distribution of banners, billboards, yard signs, flyers and signage on-site and throughout the community.
 - Creates and sends target audience e-blast announcements as needed.
 - Researches and stays up to date on marketing trends.
 - Updates job knowledge by participating in professional development opportunities
 - Accomplishes organization goals by accepting ownership for accomplishing new and different requests, exploring opportunities to add value to job accomplishments.
 - Perform other related duties as requested.
 - Attends Marketing Committee meetings.
 - Reports directly to the Executive Director.
- Qualifications:



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- Must embrace the mission of the Quincy Art Center.
- Have strong interpersonal and written communication skills.
- Have knowledge and experience in marketing techniques.
- Be a 'self-starter' and goal driven to initiate diverse marketing campaigns.
- Be organized and exhibit 'follow through' on tasks and goals.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening abilities.
- Be able to work within a budget and deadlines.
- Be able to work within the strategic plan of the Art Center.
- Have excellent computer skills with working knowledge of Illustrator, Microsoft Suite, Outlook, Word Press, and mass email services such as MailChimp.
- A bachelor's degree is required.
- 3 years experience in professional marketing is preferred.

Compensation:

Hourly wage will be commensurate with experience and other qualifications. Benefits include 24-hour access to shared studio, free employee registration to all classes and workshops of the Quincy Art Center, and Simple IRA match after two years of employment.

Application:

E-mail cover letter, resume, references and examples of marketing pieces to Jennifer Teter, Executive Director: jteter@quincyartcenter.org Examples of marketing pieces could include: press releases, brochures, flyers, website design, social media posts, documentary photography/video, invitations, signs ect.