



BRONX COUNCIL ON THE ARTS

MARKETING AND COMMUNICATIONS COORDINATOR – FULL TIME

A pioneer advocate for cultural equity, the Bronx Council on the Arts (BCA) nurtures the development of a diverse array of artists and arts organizations, building strong cultural connections in and beyond The Bronx. BCA serves a constituency of some 1.4 million residents, 1,000+ artists and 250 arts and community-based organizations with cultural services and arts programs, including grants, workshops, arts advocacy, writers' center and cutting-edge exhibitions.

The Position

Under the supervision of BCA Executive Director, and working closely with the program team, this position is responsible for all marketing and communications tasks that enhance BCA's brand identity, including social media presence, e-blasts, website maintenance, design and printing of promotional materials, and serving as a liaison to media outlets.

Essential Duties and Responsibilities

- Maintain communications calendar.
- Design and distribute print and online marketing and promotional materials, including e-blasts and e-newsletters.
- Assist in updating the company website and help coordinate the redesigning of a new site.
- Maintain, manage and analyze company presence on social media sites like Twitter, Instagram and Facebook.
- Write copy for local newspapers, promotional materials, press releases and/or ads.
- Work with development consultant to create copy for donor appeals and the production of BCA's Annual Report.
- Research ways to reach a wider constituent base, either online or in print.
- Ensure that all promotional materials are aligned with company's brand identity.
- Serve as point of contact for media inquiries.

Position Requirements, Skills and Abilities

- Three to five years of experience in marketing/communications.
- Hands-on knowledge of effective marketing strategies, as well as design and printing/publishing.
- Demonstrated knowledge of website design. Knowledge of Word Press and other open source platforms.
- Familiarity with publishing programs, such as Adobe Creative Suite (Photoshop, InDesign and Illustrator, etc.).
- Proficiency in Microsoft Office Suite including Word, Power Point and Outlook.

- Strong and effective communicator, with excellent writing, editing and proofreading skills.
- Detail-oriented with strong organizational, interpersonal, time management, problem-solving and leadership skills
- Be capable of thinking creatively and analytically.
- Creativity, and a working and evolving knowledge of various arts disciplines.
- Video production, photography and new media skills are a plus!

Educational requirements:

Bachelor's degree in English, Journalism, Marketing or Communications preferred, but solid experience and a proactive personality are most important.

Bronx Council on the Arts is an Equal Opportunity Employer (EEO). All candidates for employment will be considered without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, physical or mental disability, veteran status, or any other basis protected by applicable federal, state or local law.

Please email your resume, two (2) work samples, and cover letter describing your interest in this position, salary expectations, and how you heard about this opportunity. Materials should be e-mailed to bronxarts@bronxarts.org, with subject line "Marketing and Communications Coordinator Position". No phone calls please.

Closing Date: Position open until filled.