



**Job Description**  
**Nickel Plate Arts Marketing Manager**

This part-time (25 hours/week) position is responsible for implementing the communications, public relations, and marketing efforts for Nickel Plate Arts. Generally, the Manager will report to work Monday-Friday from 12 pm to 5 pm, flexing his or her schedule to accommodate some occasional events and programs. Scheduling accommodations can be made to best fit the Manager's needs, but to be successful, the Manager must be able to work a consistent schedule and be present for key events. The Marketing Manager is charged with directing virtual engagement for Nickel Plate Arts programs, creating content for Nickel Plate Arts' social media platforms, updating the organization's website and events calendar, managing print and online advertising, and creating and distributing press releases to media about upcoming projects and recent achievements. This person will work closely with the Nickel Plate Arts staff to develop and finalize content and communications strategies and will coordinate the efforts of two contractors (a graphic designer and a copy writer) to accomplish the marketing deliverables. The Marketing Manager must be able to work efficiently and maintain focus in a fast-paced, creative and unpredictable environment, and must be able to cultivate and implement demonstrably effective marketing communications with input from the staff and board of directors.

**This position reports to the Executive Director**

**Responsibilities:**

Social Media & Virtual Engagement (30%)

Develop and post content and monitor activity on the Nickel Plate Arts Facebook, Twitter and Instagram accounts or supervise an intern, volunteer, contractor or other staff member in that process

Develop a monthly content calendar for other staff to review at least two weeks prior to the start of each month

Make live posts during key events

Respond to comments and other interaction from our social media followers

Add social media handles and other information about our social media followers to our fundraising database

Prepare engagement reports for the board to review

Newsletters & Stakeholder engagement (20%):

Lead the design and development of two printed membership magazines (called Arts Guide) annually. The summer guide will include our Annual Report, and the winter guide will include a holiday buying guide and giving request.

Create and send a monthly, general Bloomerang e-newsletter to all subscribers in our database

Support other staff in designing and implementing three other e-newsletters or communication strategies (for membership, artists, and partners, respectively) monthly.

Online Calendar and Website Content (20%)

Coordinate with the rest of the staff and contractors to identify and develop content for our website and prioritize event information

Edit our 'Running List of Events' to ensure consistent style

Enter information from our "Running List of Events" onto the Hamilton County Tourism calendar, import that feed to the Nickel Plate Arts website calendar, and update and edit accordingly

Last update 2/22/21

Create posts on our blog and other webpages monthly (our website is a Wordpress site)  
Update appropriate pages of our website with event information, stories, and other content as needed  
Add our events to any other free online community calendars  
Analyze website traffic quarterly

Advertising (10%):

Develop and manage a media plan that reflects the annual marketing strategy  
Develop content and imagery for any and all print ads and online advertising, including a monthly ½ page ad for the Current Newspaper  
Develop and implement online advertising as needed

Public Relations (10%):

Develop and maintain relationships with local news outlets  
Develop and distribute press releases

Brochure & Other creative development (10%):

Manage the development of brochures and other promotional fliers needed annually, including but not limited to:

- General information rack card and/or fans
- Membership brochure
- Sponsorship brochure
- Calendar of events
- Others TBD

Other duties as assigned (5%)

Including but not limited to assisting with events, attending public meetings, and assisting partners with projects

**Required:**

Outstanding communications skills  
Functional understanding of the use and application of basic video production tools for the use of creating social media videos and virtual experiences.  
BA or higher in Communications, Marketing, PR or a similar field  
Previous communications and/or marketing experience  
Availability on some nights and weekends to assist with events  
Ability to lift 25 pounds

**Preferred:**

A candidate who owns a high-quality digital camera and can use it to capture iconic images at events.

**Benefits for this position will include:**

Paid time off  
Paid holidays  
Retirement plan