

Job Description

Marketing Associate

Job Summary:

The part-time Marketing Associate will implement our content-driven marketing strategy, engage diverse audiences, and have a talent for capturing compelling stories through photography, videography, and graphic design. The Marketing Associate will be a key member of the Museum team and will enjoy immersing themselves in all aspects of the local art world—such as people, places, art, and events—while also staying up-to-date on social trends and changes in the industry landscape.

Marketing Associate Essential Responsibilities

- Work alongside the staff team to help strategize the distribution of CLMA content, raise awareness of exhibitions, programs, and events, and drive community engagement.
- Manage CLMA's social media accounts.
- Develop and manage a calendar of social media, newsletters, and other public relations platforms.
- Create and post content (including live) across relevant platforms according to the cadence outlined in the social media calendar.
- Celebrate exhibitions, programs, events, artists, and industry partners through thumb-stopping video and photography in a tone of voice that aligns with the brand and the platform.
- Keep abreast of the art and social media trends to maximize CLMA's impact on the social landscape and continue its rapid growth.
- Shoot and edit event, day-to-day, and customized videos for CLMA's social media channels.
- Design flyers, e-newsletters, and other graphic design content according to CLMA's style guide.
- Share responsibility for community management across platforms, including monitoring comments on organic and paid posts across all social channels and responding (when appropriate) in accordance with CLMA social media best practices.
- Sort and organize content as it is captured with an eye for quality.
- Utilize social media to support CLMA fundraising campaigns.
- Perform other duties as assigned.

Preferred Qualifications:

- BA in Communications or related field.
- 1 to 2 years of experience in social media and marketing.
- Bilingual in Spanish is a plus.
- Experience in Instagram, Facebook, YouTube, X, LinkedIn and TikTok.
- Graphic design experience.
- Experience with email marketing (MailChimp or similar platforms)
- Ability to communicate effectively, creatively, and clearly, and customize your posts and tone to each social platform.
- Organized and self-motivated, with strong organizational and time-management skills; excited to work in a fast-paced and energetic environment. Able to work independently most of the time.
- Solution-oriented, natural problem solver who can manage multiple projects, meet deadlines and have a sharp attention to detail.
- Photography, videography, Lightroom, and/or Photoshop editing skills.

Schedule/Benefits:

This is a 20-hour per week nonexempt position with 40 hours of sick time per year. This position is eligible for a remote flex work schedule (subject to change), with a minimum requirement of one work day in the office each week (including weekly staff meetings on Wednesdays at 1pm), and attendance for certain after-hours programs and events.

Reports to: Director

Starting Date: As soon as possible

Hourly Pay Rate: \$20

To Apply: email info@clmoa.org with your resume, cover letter and graphic design portfolio (if available)