



## **BRONX COUNCIL ON THE ARTS COMMUNICATIONS COORDINATOR - PART TIME PERMANENT**

A pioneering 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, 5,000 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 in collaboration with BCA Longwood Art Gallery @ Hostos Coordinator, the communications coordinator 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 managing the company website and 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 Department staff to support 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 the field.
- Hands-on knowledge of effective marketing strategies, as well as design and printing/publishing.
- Demonstrated knowledge of website design and html code. Knowledge of Word Press and other open source platforms.

- Familiarity with publishing programs, such as Adobe Creative Suite (Photoshop, InDesign and Illustrator).
- 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. Compensation is commensurate with experience.

Please send a cover letter, resume and two work samples to the attention of Kimberly Rose at [Kim@bronxarts.org](mailto:Kim@bronxarts.org) - with subject line "Communications Coordinator Position". No phone calls please. The Bronx Council on the Arts is an equal opportunity employer.

Closing Date: Position open until filled.