



BRONX COUNCIL ON THE ARTS MARKETING AND COMMUNICATIONS COORDINATOR - PART TIME

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.

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 send a cover letter, resume and two work samples to the attention of Kimberly Rose at bronxarts@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.