



Marketing Coordinator

Position Summary:

Arts for Learning Massachusetts' mission is to educate, inspire, and empower youth through the arts. Founded in 1962, we believe the arts are an essential component of both formal education and youth development, and students of all identities, talents, and abilities deserve access to the rich educational opportunities inherent in arts learning.

Our staff, board and artists are an ethnically and racially diverse cohort with differing abilities and gender identities who believe deeply in the power of the arts. We know creative expression opens worlds and reach more than 82,000 students each year with impactful arts learning through performances, hands-on workshops and in-depth residencies in dance, music, theater, storytelling, and visual arts.

We are seeking a creative thinker with a demonstrated ability to develop and implement marketing campaigns to strengthen the image and impact of an organization to join our team. The part time Marketing Coordinator will oversee Arts for Learning MA digital marketing (website, email blasts, social media, etc.) and outreach strategies in keeping with AFLMA goals and brand guidelines.

Responsibilities for this part time role include:

Developing and implementing digital marketing strategies, aimed at Increasing AFLMA's visibility and enhancing its reputation with target audiences

Managing (e)mailing lists, developing, aggregating, designing and sending bi-weekly newsletters and communications for specific stakeholder groups, including donors, school partners and artists.

Fostering a vibrant online community by regularly monitoring and posting on AFLMA social media channels (Instagram, YouTube, Facebook, and LinkedIn) and responding to inquiries, and interacting with followers and partners.

Managing AFLMA's web presence, including: keeping the web site up-to-date with events, news, highlights, artist spotlights, anecdotes, etc. and monitoring and sharing Google Analytics Data with team.

Assisting with the creation of new marketing materials, including flyers, one-pagers and presentations as needed, and keeping marketing materials in use up to date.

Management and aggregation of written, photographic, and video content for the AFLMA website, social media and other materials.

Identifying potential partners & donors through research and participation in networking events.

Assisting with donor communications, particularly with fall/spring appeals.

Qualifications:

- 2+ years of digital marketing experience in arts or education related field.
- Engaging communicator with strong writing, editing, and proofreading skills.
- Extremely detail-oriented, well-developed organizational skills
- Experience with Canva, Microsoft Office, Dropbox, Google Analytics, HTML, and web technologies. Familiarity with Salesforce a plus.
- Experience in social media platform management, including Instagram, YouTube, Facebook, and LinkedIn.
- Photography, videography, and graphic design experience a plus.
- Able to effectively work independently and within a team framework.
- Commitment to excellence with demonstrated experience managing a project from concept to completion; self-motivation and accountability is a must.

Salary \$22/ hour, 15-20 hours per week

Please send your resume, cover letter, Julie McConchie, Executive Director at jfmconchie@artsforlearningma.org.

Massachusetts based remote work environment. Flexible remote schedule with occasional onsite meetings, conferences and school events. Ideal candidates will be able to work approximately 15 hours per week, with some flexibility to adjust based on project timeline, not to exceed 20 hours/week.

Arts for Learning MA is an Equal Opportunity Employer and is committed to building a diverse, inclusive staff.