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***MVAC Marketing Manager Job Summary***

Under the guidance of the MVAC Board of Directors, the Gallery Marketing Manager will lead efforts promoting MVAC’s exhibits, programs, and activities to local, county, and state media (print, electronic, and broadcast). The Marketing Manager will oversee all aspects of media relations, marketing, and advertising for the purpose of positioning, branding visibility, and audience and visitor growth. The Marketing Manager will build ongoing public interest to maximize revenues through memberships, sponsorships, fundraisers, and other sources to expand MVAC’s various audiences.

The Marketing Manager will enhance MVAC’s image through all communications and promote increased attendance, raised revenues, and in-kind contributions through the development and execution of marketing and public relations plans.

***REPORTS TO:*** Designated member of Executive Committee composed of officers of the MVAC Board of Directors

***EMPLOYEE STUTAS:*** Part-time

***ESSENTIAL RESPONSIBILITIES***

* Create and execute overall marketing and public relations strategies.
* Secure local, county, and state media coverage of the MVAC’s exhibits, programs, fundraising activities, and other important events.
* Assist in researching grants as part of MVAVC’s ongoing grant initiative.
* Responsible for exhibit-related advertising strategies, including selection of publications for ad placement and layout, and confirm media buys with the board of directors as appropriate. Assist in negotiating media sponsorships for exhibits and programs.
* Institute and supervise marketing initiatives for Gallery’s exhibits including cultivation events, cross-promotions, existing art programs in schools, and arts organizations.
* Develop shared marketing and innovative partnerships with key arts and cultural organizations.
* Work with travel and hospitality partners to promote MVAC as a cultural destination.
* Write press releases, Constant Contact content, pitch letters, fact sheets, brochures, media alerts, website content, and other forms of media outreach.
* Serve as primary liaison for PR and marketing as needed to build relationships.
* Oversee graphic design and supervise print collateral and external signage to ensure design continuity for advertising and marketing campaigns.
* Develop key strategies to grow membership, track visitor attendance, enhance visitor experience, and provide excellent customer service.
* Develop new media initiatives, including social networking, and community outreach to new audiences.

*The above statements are intended to describe the general nature and level of work to be performed.*

***MVAC Marketing Manager Job Description continued***

***SKILLS/QUALIFICATIONS***

* Excellent, demonstrated written, oral, and communication skills (including editing ability).
* Two to five years’ experience in public relations, marketing, communications, liberal arts, or equivalent related experience.
* Non-profit experience, preferably in the art field.
* Demonstrated track record in planning and conducting major marketing campaigns.
* Ability to work effectively with a wide range of communities and organizations.
* Good capability for thinking strategically.
* Strategic public information, community relations concepts, and techniques.
* Experience in media placement, printing, production, creative development, and innovative community partnerships.
* Perform effectively in a fast-paced environment with a high level of creativity and entrepreneurship.