THE ARTS COUNCIL MARKETING MANAGER JOB DESCRIPTION

The Arts Council, a 501 (c) (3) nonprofit organization with a 45+ year history of making the arts accessible to visitors and residents of the Brazos Valley, seeks a dynamic and outgoing professional to assist with resource development and marketing efforts. Supporting 60 affiliate arts, culture, and heritage organizations, 300,000+ residents in 7 counties, Texas A&M University, Blinn College and over 3.5 million Brazos Valley regional visitors annually, The Arts Council is poised for exciting growth in our new arts facility that serves as the hub of the arts in the region.

Position Title: Marketing Manager
Reports to: Executive Director
Hours: Monday-Friday 9am-6pm, some nights and weekends

Position Summary:
We are looking for an experienced Marketing Manager to develop and manage marketing programs in specific channels, support business objectives, lead acquisition, foster member retention, execute business development, provide management support, and advance brand building.

Qualifications:
- → Bachelor's Degree in Marketing, Business, or similar
- → 2+ years of full-time experience in marketing
- → Experience building complex marketing programs and reporting on the results
- → Exposure to digital and direct response marketing management
- → Competence as a creative writer with an eye for great storytelling, emails and landing pages
- → Strong organizational and verbal communication skills
- → Strong project management skills, problem-solving ability, and metrics-driven thinking
- → Able to work independently and closely with a small team
- → Familiar with the following software/tools: Microsoft Office, Google Drive, Adobe Products, HootSuite/Buffer, Constant Contact, and all social media platforms. Quickbooks knowledge a plus.
- → Must have or be able to obtain a valid driver's license and reliable transportation and pass background check
- → Able to lift up to 30 lbs. and complete tasks that require some climbing

Summary of Responsibilities:
- → Manage all organizational communications resources including brochures, forms, reports, press releases, video, media interviews, e-newsletters, mailings, website, and social media
- → Build marketing programs to support specific marketing objects across different channels in support of our overall strategic marketing plan
- → Market through various channels, working with many vendors, clients and data sets
- → Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- → Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead and membership retention

→ Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications
→ Partner with creative teams, supervise marketing and design interns, and work with other internal stakeholders and external agencies
→ Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
→ Manage marketing budget
→ Work with other members of The Arts Council staff on programs and events as needed or requested
→ Perform other duties as assigned

Compensation and Benefits:
$35,000 - 40,000 annually, based upon experience and skills. Retirement and generous vacation, holiday and sick leave package offered at the end of the probationary period.

Applications and Inquiries:
Please submit a cover letter, references, and resume outlining relevant accomplishments and qualifications to deputy@acbv.org with "Marketing Manager" in the subject line. No calls or visits, please.

The Arts Council of Brazos Valley is committed to equality of opportunity for job applicants and employees. This organization does not discriminate against job applicants or employees because of race, color, age, religion, national origin, political or union affiliation, marital status, veteran status or gender and sexual orientation.