



# morgan art of papermaking conservatory & educational foundation

## **Marketing & Communications Manager Job Description**

### Summary

Reporting to the Executive Director, the Marketing and Communications Manager is responsible for developing and implementing marketing strategies, managing public relations, and overseeing communications through all channels and for all programming areas of the Morgan, including website, email, social media, and print media. The ideal candidate will have a background in marketing, graphic design, excellent communication skills, and a passion for the arts.

### Duties & Responsibilities

#### **Strategy**

- Develop and implement marketing plans to promote Morgan Conservatory program areas: gallery exhibitions, artists-in-residence, special events, and classes/workshops.
- Identify and maintain segmented audiences and tailor marketing campaigns to engage them.

#### **Digital Marketing**

- Manage the Morgan's website: ensure information is up-to-date, user-friendly, and visually appealing.
- Oversee the Morgan's social media presence on Facebook and Instagram, creating engaging content and managing interactions.
- Develop and execute email marketing campaigns to promote exhibitions, events, workshops, and special offers.

#### **Content Creation**

- Develop print and digital media content in collaboration with other staff, including graphics/images, text for articles and captions, videos / live streams to promote and highlight the Morgan and its programs and activities.

#### **Event Promotion**

- Coordinate with Executive Director and any event planners or committee to ensure successful promotion, media alerts, and drive attendance.
- Utilize various marketing channels (community & arts newsletters, news outlets, facebook groups, etc) to maximize event visibility and participation.

#### **Analytics and Reporting**

- Track and analyze the performance of marketing campaigns to identify opportunities for growth or adjustments to strategy with ED.
- Monitor and manage the marketing budget in collaboration with the ED.
- Monitor market trends and competitor activities affecting the arts.

**Qualifications**

- Bachelor's degree in Marketing, Communications, or a related field preferred.
- Minimum 2 yrs experience in marketing and communications or related field.
- Strong understanding of digital marketing, including social media, email marketing, and SEO.
- Good interpersonal skills, with excellent written and oral communication.
- Proficient in using marketing and design software, including web-based applications.
- Strong organizational skills and ability to track multiple tasks.
- Ability to work independently, set priorities and with good follow through.
- Knowledge of printmaking, papermaking, or book arts is a bonus.

**Compensation:**

- \$18 - \$20/hr, full time at 35 hrs /week to start.

**To Apply:**

Please send to [jobs@morganconservatory.org](mailto:jobs@morganconservatory.org):

- resume
- cover letter
- 3 visual work samples (ie, posters, graphics, etc) - must be original
- 2 written work samples (200 - 500 words each) - must be original

Position open until filled.