

Job Description: Communications Coordinator Grand Marais Art Colony

Job Purpose: To develop, establish and maintain communications strategies to meet organizational objectives of the Grand Marais Art Colony. Develop, coordinate and deliver annual communications plan and maintain budget for new and existing products and programs including classes, events, and general marketing.

Primary Duties & Responsibilities:

Communications

Communications (Approximately 15 hours per week)

- In keeping with the communications plan, maintain and grow artist and donor exposure to and engagement with the Art Colony as an organization as well as to/with specific programs and events.
 - Maintain website, including:
 - Writing and editing engaging and SEO-friendly copy.
 - Providing day-to-day maintenance and content management, including updating homepage and featured content across the site.
 - Working closely with Program Coordinator to solve any registrar-related bugs.
 - Working closely with contracted web developer to solve any system-wide issues on usability, content, and design.
 - Maintain social media platforms, including but not limited to: Facebook, Instagram and Twitter.
 - Promote programmatic and development activities on various on-line calendars and digital sites.
 - Produce monthly e-newsletter as well as a variety of eblasts.

Marketing and PR (Approximately 15 hours per week)

- Develop marketing campaigns for programmatic and development activities and events.
- Design and produce publications including, posters, postcards, rack cards, reports, appeals, and other content.
- Write and send Press Releases & PSAs; maintain marketing contact lists and develop media relationships.
- Coordinate mail lists for publication distribution with Office Manager and Development Manager.
- Keep advertising avenues current. Design and produce targeted ads.
- Devise strategy, messaging, and tools to act as a spokesperson for public relations.

Technology & Evaluation (Approximately 5 hours per week)

- Evaluate and report on all marketing, advertising, communication, and digital activities, campaigns, and brand development.
- Measure and report performance of all campaigns and assess against goals for return on investment and key performance metrics.

Other Duties (Approximately 5 hours per week)

- General reception & customer service for program participants and visitors
- Assist with Program delivery, events, activities, and facility management



GRAND MARAIS ART COLONY

Nurturing creativity on the North Shore of Lake Superior since 1947

- Administrative support and office duties
- Attend staff and other meetings as needed
- Other duties, as assigned

Salary and Benefits

This position is full time and benefited, including health insurance and contributions to a Simple IRA. Employees also receive tuition credit benefits and a discount in the gallery store. Salary is \$36,000.

To Apply

Send cover letter and resume to:

Lyla Brown
Executive Director
Grand Marais Art Colony
120 W 3rd Avenue
Grand Marais, MN 55604
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