



**GENESEEE VALLEY**  
Council on the Arts

**MARKETING AND COMMUNICATIONS COORDINATOR**

**GLOW ART COUNCILS**

**GENESEEE-ORLEANS REGIONAL ARTS COUNCIL (GOART!)**

**ARTS COUNCIL FOR WYOMING COUNTY (ACWC)**

**GENESEEE VALLEY COUNCIL ON THE ARTS (GVCA)**

The GLOW Arts Councils are accepting applications for a marketing and communications coordinator. We are seeking applicants who are dynamic and energetic with communication and graphic design skills to market the arts in our area. This position will play a critical role in the building of the GLOW region's arts and cultural advertising and tourism programs. The ideal candidate is highly motivated, personable, and articulate with excellent communication, computer and writing skills. Previous experience with media training, graphic design, networking and collaboration is preferred. The person must possess the ability to organize work, set priorities, meet critical deadlines and follow up on tasks with minimal direction and oversight; and can apply creative thinking to solutions. This position will require a minimum of 40 hours per week depending on work load, events, and organizations' scheduling. Salary is \$51,480. This is a two year granted position with potential of being extended beyond.

**JOB SUMMARY AND PURPOSE:**

The Marketing and Communications Coordinator develops and implements marketing plans to articulate GLOW Art Councils' compelling visions and missions, reach new audiences, and maximize attendance, visibility, and income from programs and events.

**ESSENTIAL FUNCTIONS:**

- Work with leadership, staff, and board of directors to clarify and articulate GLOW Arts Councils' current and aspirational identity
- Develop strategies to reach audiences reflective of the diversity of the GLOW Region.
- Use data, current trends in marketing, communications, and the arts to develop annual marketing plans.
- Provide leadership for marketing support staff.
- Grow and maintain relationships with press outlets; able to pitch features, solicit interviews, and secure press for performance audit.
- Oversee digital, print, and broadcast advertising and track their success.
- Supervise website content.
- Work with GLOW Arts Councils' directors to develop and implement ticket pricing strategies.
- Attend relevant internal and external events, including GLOW Arts Council productions/programs/events/staff meetings.
- Work closely with GLOW Arts Councils' staff on effective communications with the community.
- Communicate with all staff regarding the updates and maintenance of the GLOW Arts Councils' Event Calendars.

- Work with GLOW Arts Councils' Executive Directors and bookkeepers to develop and track budget for marketing and communications.
- In collaboration with the GLOW Art Councils' Executive Directors, carry out public recognition of donors as appropriate.
- Work directly with the GLOW Art Councils' Membership committees on membership materials for both individuals and businesses, highlighting GLOW Art Councils' impacts on our community and developing a high quality, well planned membership campaign.
- Write, submit and email press releases to publications and community calendars throughout the GLOW region and the Rochester and Buffalo areas.
- Attend GLOW Arts Councils' Board Meetings as needed
- Perform all duties in accordance with GLOW Arts Councils' Policies and Procedures and comply with all federal, state, and local regulations
- Stay up to date on tourism travel trends, social media and marketing trends.
- Assist in managing the distribution, advertising sales, editorial content and timeline of the visitor/arts and cultural guides, maps and brochures
- Research new tourism options to best promote the arts and cultural tourism industry, services and opportunities throughout the GLOW Region
- Design and implement arts and cultural tourism marketing programs and efforts to promote GLOW Region arts and cultural happenings
- Handle all aspects of the Organizations' social media and web marketing tactics, including tourism event web-listings, and Google ad worlds
- Work with all organizations presenting arts and cultural happenings in the GLOW Region on marketing and promotion of their happenings
- Develop and seek out new and resourceful advertising opportunities within budgetary guidelines
- The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned to the employee from time to time, or the scope of the job may change as necessitated by business demands

#### KNOWLEDGE, SKILLS, AND EXPERIENCE DESIRED:

- At least five years marketing and communications experience with demonstrated effectiveness
- Demonstrated leadership in strategy development in marketing and communications
- Excellent oral and written communication skills in English (Spanish is a +)
- Track record of supporting an organization in reaching new audiences
- Experience building collaborative relationships with people across diverse backgrounds and personalities
- Demonstrated experience advocating for equity, diversity, and inclusion.
- At least five years graphic design experience with demonstrated effectiveness
- Ability to prioritize and travel among multiple work spaces

#### PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Performance spaces, most offices, and restrooms are accessible to wheelchair users
- Moderate to extreme noise level in building
- Offices are shared with others
- Typing, talking, looking at a computer screen, ability to lift 50 lbs.
- Some external meetings may not be wheelchair accessible
- Work can be a combination of remote and in-person (or 100% in person if you prefer)