



KALAMAZOO INSTITUTE OF ARTS

Marketing & PR Coordinator ***Kalamazoo Institute of Arts***

The KIA seeks an energetic, organized individual to serve as its Marketing & PR Coordinator. The coordinator is responsible for developing, implementing, and/or supporting strategies for marketing KIA events, exhibitions, school, programs, and activities. The coordinator reports to the Director of Development.

Responsibilities:

- Provide marketing support and services for the Kirk Newman Art School and the Museum Education, Collections and Exhibitions, Administrative, and Development departments
- Develop and implement marketing/publicity strategies to raise the KIA's visibility
- Plan, create, or edit marketing materials, including news releases, print collateral, print and broadcast ads, *Sightlines*, etc.
- Manage and expand the institute's social media marketing efforts
- Support or contract the design of print collateral, print ads, signage, catalogs, and publications for all KIA programming and activities
- Cultivate/maintain strong media relations and secure media coverage
- Oversee the design and content of the KIA website
- Coordinate photography for programs and activities
- Prepare and deliver KIA presentations to local service, business, and other groups;
- Develop/support collaborations with other arts, cultural and nonprofit organizations, the business and academic communities, and economic development and tourism groups
- Work with development team to secure media and in-kind sponsorships
- Devise strategies to grow the KIA's audience
- Supervise marketing interns
- Keep abreast of museum and cultural marketing trends
- Perform other related duties as assigned by the Director of Development

Qualifications:

- At least five years of marketing experience, including PR and media relations – preferably in a nonprofit setting
- Strong organizational and interpersonal skills
- Excellent communication and editorial skills
- Demonstrated strong social media networking experience
- Familiarity with trends and strategies specific to the arts promotion
- Bachelor of arts or equivalent degree
- Ability to work a flexible schedule, including evenings and weekends

- Ability to work independently and under deadline
- Graphic design and photography skills

Organization Information:

The Kalamazoo Institute of Arts is a 90-year-old art school and museum and one of the region's leading cultural resources. It annually presents about 15 exhibitions, 20 types of educational programs, numerous events, and 300 art classes. It also maintains a growing collection of artwork, a fine arts library, and a gallery shop.

Application procedure

Email resume, cover letter, and salary requirements to joeb@kiarts.org. No phone calls please. Application deadline: June 30, 2014. For more information about the institute, visit www.kiarts.org.