

POSITION ANNOUNCEMENT | Marketing Coordinator

Updated April 2025

The Arts Council of York County is seeking an experienced professional to serve as its part-time Marketing Coordinator. Reporting to the Executive Director, this position is responsible for coordination of all aspects of marketing and promotions for Arts Council events and programs; planning and implementation of marketing, public relations and sales strategies; planning and coordination of the production of all promotional materials; management of ongoing online communication efforts (website, social media, email blast marketing); building and maintenance of relationships with local media and publications.

POSITION STATUS: Part Time
PAYROLL STATUS: Hourly (15 - 20 hours per week)
SALARY RANGE: \$15 - \$20 per hour, dependent on experience
LOCATION: In person; Rock Hill, SC
REPORTS TO: Executive Director

JOB RESPONSIBILITIES

MARKETING & COMMUNICATIONS

Marketing and Communications Strategy & Planning

- Collaborate with Interim Executive Director to develop and execute a strategic marketing plan aligned with the Arts Council of York County's mission, vision, and goals: including general attendance, exhibitions, public programs, education, and community engagement programs, special events, partnerships, membership, and retail.
- Research new marketing and communications strategies and adapt plan to accommodate these strategies to stay current with trends.
- Write and distribute press releases about organizational news, events, and programs.
- Oversee marketing and communications calendar, including planning, scheduling, and coordinating the Arts Council's content and messaging across channels.

Brand Management

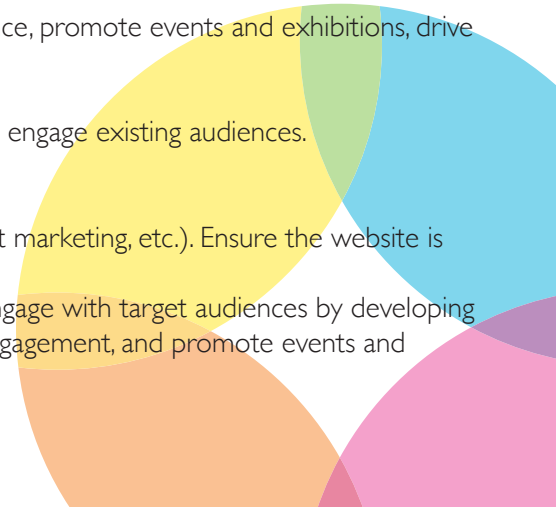
- Implement brand guidelines across all platforms.
- Coordinate with Graphic Designer to create promotional materials (brochures, postcards, fliers, posters, invitations, web graphics, etc.) for programming, events, and donor/member solicitations.
- Manage printing of materials (solicit and negotiate printing bids, work with printers to meet deadlines), and quality assurance.
- Coordinate distribution of materials.

Advertising & Promotions

- Plan, negotiate, and implement paid advertising placements (both general and targeted) based on the type of event/program and the marketing budget.
- Execute effective email marketing campaigns to engage with the Arts Council's audience, promote events and exhibitions, drive visitor attendance, and increase member and donor base.
- Identify and utilize external, non-paid promotional strategies.
- Explore innovative and creative promotional opportunities to attract new visitors and engage existing audiences.

Digital Marketing

- Manage and maintain Arts Council's online presence (website, social media, email blast marketing, etc.). Ensure the website is up-to-date, user-friendly, and optimized for search engines.
- Leverage social media platforms to enhance the Arts Council's social presence and engage with target audiences by developing and implementing digital marketing strategies to drive online traffic, increase visitor engagement, and promote events and exhibitions.



EVENTS

- Assist with special events including event planning and operations at performances and other events as needed.
- Event photography.

ADMINISTRATIVE

- Attend staff meetings and other meetings as deemed appropriate.
- Supervise and delegate marketing tasks to Arts Council intern(s).
- Provide support for other Arts Council staff members as needed.
- Other duties as assigned.

PREFERRED EDUCATION, QUALIFICATIONS, AND SKILLS

- **EDUCATION:** Bachelor's degree in marketing, communications, or a related field, or equivalent experience
- **EXPERIENCE:** 3 years or more in a related field preferred
- Proficiency in Microsoft Office, Google Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Meta Business Suite, and webpage management software like Wix and Squarespace required.
- Excellent written and oral communication, writing, and proofreading skills.
- Database management.
- Self-starter, with ability to set and meet deadlines.
- Strong organizational, problem-solving, and time management skills.
- Strong interpersonal and customer service skills.
- Exceptional attention to detail.
- Ability to follow trends and conduct internet research.
- Basic understanding of budgets.
- Ability to work flexible hours, including occasional evenings and weekends, as needed.
- Ability to work independently as well as collaboratively with team.
- Flexibility and good sense of humor.

TO APPLY

Interested applicants should submit a cover letter briefly explaining your experience, résumé, marketing portfolio, three references with contact information (only to be contacted if applicant is a finalist) to Melanie Cooper at mcooper@yorkcountyarts.org or mail in application materials to Arts Council of York County, ATTN: Melanie Cooper, PO Box 2797, Rock Hill, SC 29732.

Phone calls not accepted.

Employment may be contingent upon the results of a favorable reference check and a criminal background check, which includes information from the S.C. Law Enforcement Department (SLED).

APPLICATION DEADLINE: May 4, 2025

GENERAL ORGANIZATIONAL INFORMATION

Founded in 1977, the Arts Council of York County's vision to create and support a thriving, diverse, and vibrant arts community. The mission is to create arts programming that encourages education, economic development, and arts advocacy through unique art experiences that engage the community to make York County a regional arts destination.

Located in Old Town Rock Hill, the Arts Council has established an arts anchor on two blocks of Main Street. The Center for the Arts, housed in two 100-year-old buildings, is currently home to the Arts Council offices, classroom space, artist studios, and three gallery spaces. The Tom S. Gettys Center, also one of Rock Hill's historic buildings, is home to artist studios, the Courtroom Gallery, and the Courtroom event space. Signature annual events include the Blues & Jazz Festival, First Fridays Rock Hill, and Ag + Art Tour York County.