



Marketing and Community Outreach Coordinator

Job Description

About the Arts Center of Moultrie

The Arts Center of Moultrie is a vibrant nonprofit arts organization dedicated to enriching our community through visual, performing, and cultural arts. We offer diverse programs, classes, exhibitions, and annual events, serving as a welcoming hub for creativity and connection.

Position Summary

The Marketing and Community Outreach Coordinator is responsible for executing daily marketing activities and managing community outreach efforts to enhance the Arts Center's visibility and engagement. The Marketing Coordinator provides a direct line of communication between the Arts Center and all stakeholders including board members, Volunteer Arts Alliance, Moultrie Service League, school system, city, county, sponsors, patrons, and the general public regarding upcoming events and programs. This position will also oversee volunteer coordination to support events and programs. The ideal candidate will be creative, organized, and passionate about the arts.

Key Responsibilities

Marketing:

- Develop and implement marketing strategies to promote classes, events, and exhibitions.
- Manage social media accounts, creating and scheduling engaging content across platforms.
- Design promotional materials such as flyers, newsletters, brochures, ads, and press releases.
- Maintain and update the Arts Center's website with current events, programs, and news.
- Track and analyze marketing efforts to assess effectiveness and adjust strategies as needed.

Community Outreach:

- Build relationships with local businesses, schools, and community organizations to foster partnerships.
- Represent the Arts Center at community events and meetings to promote programs and initiatives.
- Maintain the Arts Center's calendar of events and share with stakeholders
- Attend programs and events to take pictures and promote on social media. Occasional nights and weekends required.

Volunteer Coordination:

- Recruit, train, and manage volunteers to support classes, events, and operational needs.
- Maintain a volunteer database and schedule volunteers for specific activities.
- Recognize and celebrate the contributions of volunteers.

Qualifications

- Bachelor's degree in marketing, communications, public relations, or a related field (or equivalent experience).
- Proven experience in marketing, PR, community outreach, or related role.
- Strong written and verbal communication skills.
- Proficiency in social media management, graphic design tools (e.g., Canva, Adobe Suite), and WIX website management.
- Familiarity with CRMs, especially Bonterra/Network for Good.
- Excellent organizational skills and attention to detail.
- Ability to work independently and collaboratively in a team setting.
- Passion for the arts and commitment to community engagement.

Work Environment

- Part-Time 20 hours per week (preferably 1:30 – 5:30 pm)
- Occasional evenings and weekends for events.
- Two Weeks' Vacation
- Two Weeks off at Christmas
- 10 Personal/Sick Leave days

How to Apply

Please submit a resume, cover letter, and examples of marketing materials (if available) to director@moultriearts.org. Applications will be accepted until the position is filled.