

## The Carroll County Arts Council

91 West Main Street  
Westminster, MD 21157  
410-848-7272



**JOB TITLE:** Marketing and Communications Coordinator

**STATUS:** Exempt, Full-Time, 40 hours per week

**REPORTS TO:** Executive Director

**LOCATION:** Fully In-Person, Carroll Arts Center, 91 West Main Street, Westminster, MD 21157

**COMPENSATION:** \$46,000 to \$52,000 annually (depending on experience)

**START DATE:** March 2025

**SCHEDULE:** This role requires a flexible schedule, Monday through Saturday, including late evenings and occasional Sundays.

**HOW TO APPLY:** All prospective applicants should email a cover letter, resume and recent work sample addressed to Executive Director Stephen Strosnider at [info@carrollcountyartscouncil.org](mailto:info@carrollcountyartscouncil.org) by **February 14, 2025**. Work samples are documents, presentations, or projects that demonstrate skills and ability as it relates to the requirements of this position. These will be used to assess current performance level and ability to handle similar tasks within the role. While this job posting may be found on third-party websites, the Arts Council will not communicate through third party instant or direct messaging systems or chats. *Please refer to the **Application Process** section for additional details.*

### BACKGROUND

The Carroll County Arts Council's mission is to strengthen and enrich Carroll County culturally and economically by promoting the Arts, arts education, and diverse cultural expression. Through innovative programming, community collaboration, and active facilitation, we strive to integrate the arts into the everyday lives of the community. We are committed to fostering an environment grounded in values of trust, camaraderie, accountability, and creativity, ensuring that we create and sustain a positive, inclusive, and inspiring workplace.

### POSITION SUMMARY

The Marketing and Communications Coordinator is responsible for driving all aspects of the Carroll County Arts Council's marketing, branding, and communications strategies. This includes overseeing the development and distribution of content across multiple platforms, including newsletters, brochures, social media, posters, radio ads, press releases, and the website. The Coordinator will ensure that the messaging and brand reflect the Arts Council's mission to promote cultural enrichment, community engagement, and diverse artistic expression in Carroll County.

The ideal candidate will be a creative, strategic thinker with experience in both content creation and marketing campaigns. The Coordinator will be tasked with maintaining the organization's voice across platforms while supporting arts programming, events, and outreach efforts to engage the community and stakeholders.

### EXPECTATIONS OF EMPLOYEE

- Adheres to CCAC policies and procedures.
- Demonstrates flexibility, efficiency, and excellent time management skills, balancing multiple projects with competing deadlines.
- Communicates clearly and regularly with the Executive Director and team members.
- Works with a collaborative, positive attitude, maintaining a high level of professionalism and creativity.
- Demonstrates commitment to CCAC's mission and values of trust, camaraderie, accountability, and creativity in all communications.
- Upholds confidentiality and handles sensitive information with discretion.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### 1. Brand Management

- Ensure the consistent application of the Arts Council's brand identity across all communication channels and marketing materials.
- Develop and implement strategies for increasing awareness and visibility of the Arts Council's mission, vision, and programming.
- Conduct brand audits and maintain updated style guides to ensure the CCAC's visual and verbal identity is clearly communicated.
- Collaborate with team members to develop strategies that align marketing efforts with overall organizational goals.

### 2. Marketing & Content Creation

- **Digital Marketing:** Develop, curate, and schedule engaging social media content across multiple platforms (Facebook, Instagram, etc.) that reflects CCAC's mission and programming.
- **Email Campaigns:** Write and design bi-weekly and quarterly newsletters, engaging a wide audience with information about events, exhibitions, programs, and arts-related news.
- **Print & Digital Media:** Design and produce marketing collateral including brochures, posters, flyers, radio ads, and print ads that promote exhibitions, events, and special programs and ensure their distribution in the community, including bulk mailing and in-person delivery.
- **Press Releases:** Write and distribute press releases, securing media coverage in local and regional outlets. Maintain relationships with local press, bloggers, and influencers to increase CCAC's media presence.

### 3. Website Management

- Oversee content on the CCAC website, ensuring that it is up-to-date, user-friendly, and aligned with current programming and events.
- Regularly update programming calendars, artist features, event descriptions, and organizational news.
- Manage backend website systems (content management systems, event registration systems) ensuring smooth functionality and timely updates.
- Collaborate with the Director of Development to ensure that sponsorship and donation information is prominently featured.

### 4. Social Media Presence & Community Engagement

- Maintain a robust and consistent social media presence, reflecting the CCAC's mission of cultural enrichment, community collaboration, and diverse artistic expression.
- Create, curate, and schedule engaging content such as artist spotlights, event highlights, behind-the-scenes looks, and community engagement features.
- Interact with followers and community members on social media to foster a strong online presence and engage new audiences.
- Monitor and analyze social media and web traffic to optimize engagement and refine strategies.

### 5. Photography & Archival Management

- Serve as the primary photographer for CCAC events, exhibitions, and programs, capturing both promotional and archival images.
- Maintain an organized digital archive of photos for use in marketing materials, presentations, and publications.
- Provide images for promotional use, including social media, newsletters, and website galleries.

### 6. Annual Report & Sponsorship Materials

- Work closely with the Director of Development on creating and producing the annual report, ensuring the report effectively communicates CCAC's accomplishments, financial health, and community impact.
- Assist in developing sponsorship recognition materials.

- Assist in designing and creating rack cards and other materials that outline membership and sponsorship opportunities and highlight key donor initiatives.

## **7. Budget and Financial Management:**

- Manage the marketing budget, ensuring effective allocation of resources for communication subscriptions, stationary, and print and digital advertisements.
- Track expenses and revenues, working with the Financial Coordinator to report on financial performance and adhere to budget guidelines.
- Work with the Executive Director and Director of Development to seek funding opportunities through sponsorships, donations, and community partners.

## **8. Media Relations & Outreach**

- Build and maintain relationships with local media outlets, journalists, and other arts organizations to support CCAC's marketing and communications efforts.
- Develop a robust media contact list and work with the Executive Director to identify key opportunities for press outreach and media engagement.
- Coordinate media coverage for key events and exhibitions, acting as the point of contact for media inquiries.

## **9. Collaboration and Cross-Department Support**

- Collaborate closely with other departments within the Arts Council to ensure consistent and integrated communication across the organization.
- Assist with marketing for fundraising and community events (such as the Marshmallow PEEPshow, Art in the Park, etc.), ensuring each event has a clear and cohesive marketing strategy.
- Support the development of materials and communications for outreach programs, school partnerships, and workshops.
- Work with an extended team to create and implement outdoor marquee messaging.

## **10. Shared Duties**

- Solicit, sell, or process, merchandise, event tickets, memberships, class and vendor registration.
- Assist with organizational fundraisers and special events including but not limited to the Marshmallow PEEPshow and Festival of Wreaths.
- Provide general pre-event introductions to patrons.
- Train volunteers at events and assist in their duties as necessary.
- Maintain order and cleanliness of the facility.
- Copy, file, and general office organization.
- Answer general inquiry phone calls.

## **MINIMUM REQUIREMENTS**

- 21 years of age or older.
- Ability to pay attention to detail and follow written procedures.
- Ability to listen actively and respond to inquiries or concerns in order to comprehend and assess needs.
- Required criminal background check is a condition of employment.

## **QUALIFICATIONS**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (or equivalent experience).
- 3-5 years of professional experience in marketing, communications, or arts administration, preferably within a nonprofit arts organization.
- Proven ability to create and execute integrated marketing and communications plans, including content creation, digital marketing, and media relations.

- Strong photography skills, with experience in both promotional and event photography.
- Proficiency in website management and content management systems (e.g., WordPress).
- Excellent written, verbal, and interpersonal communication skills.
- Strong attention to detail and organizational skills, with the ability to manage multiple projects simultaneously.
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator) or other design software.
- Knowledge of social media platforms and best practices, including Facebook, Instagram, X, and LinkedIn.
- Ability to work independently, think creatively, and be flexible in a fast-paced environment.
- Proficiency with Microsoft Office Suite and familiarity with database management systems.
- The CCAC utilizes Adobe products, Canva Pro, Square POS, Salesforce Leap Patron Management and Course Storm, SlideRoom, and WordPress.

## COMPENSATION AND BENEFITS

- Salary Range of \$45,000 to \$52,000 based on experience and qualifications.
- 85% of Individual Medical, Dental, and Vision insurance premium paid to the CCAC chosen provider.
- 14 Paid Holidays.
- Weekly PTO accrual with scheduled rate increases.
- 3% Simple IRA match after 90 days.
- 25% Employee discount on merchandise, gallery work, rentals, and class registration.
- Professional Development and Creative Growth initiatives.

## WORK ENVIRONMENT

- The Arts Center is open Monday, Wednesday, and Friday 12pm-4pm; Tuesday and Thursday 12pm-7pm; and Saturday 10am-4pm.
- This position requires the ability to use a computer and office software, as well as office equipment traditionally found in office settings.
- The Marketing and Communications Coordinator will work primarily in the office space.
- Travel within the local community for initiatives, vendor meetings, and community outreach is expected.
- Ability to lift and move marketing materials and supplies (up to 40 lbs).
- Ability to communicate frequently and effectively with other CCAC Staff, Board, and CCAC members, visitors, and callers.
- Ability to quickly and effectively adjust focus between multiple priorities, demands, audiences, and responsibilities.

## APPLICATION PROCESS

The Carroll County Arts Council embraces diversity and equal opportunity in a meaningful way. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. We believe that inclusion drives innovation and allows employees to do their best work.

*It is our policy to provide equal employment opportunity (EEO) to all persons regardless of age, marital status, family status, sex (including pregnancy, childbirth, and related medical conditions), race, color, ancestry or national origin, citizenship status, ethnicity, sexual orientation, gender identity, disability (physical or mental), genetic information, or political or religious opinion or affiliation.*

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For more information about CCAC, please visit our website at [www.carrollcountyartscouncil.org](http://www.carrollcountyartscouncil.org).