Job Description: MARKETING ASSISTANT

Status: Hourly: $15/hourly; 20 hours per week (M-F); nights and weekends as needed

In this position you are responsible for assisting the Director of Marketing and Communications in working to develop, implement, and measure strategic marketing campaigns that will tell Kentuck Art Center’s story and advance Kentuck’s mission. This position will report to the Director of Marketing and Communications but will also work closely with the Executive Director, Program Director, and the Gallery Shop Manager. Creating engaging content for Kentuck’s social media and contributing to longer form projects will be the majority of your work.

To apply, please fill out the job application, and send your resume and a portfolio of content samples (including photos, short form video, and corresponding captions) to Ashley Williams, awilliams@kentuck.org.

SOCIAL MEDIA RESPONSIBILITIES

• Work with the Director of Marketing and Communications to create and implement a rich social media content calendar that attracts a qualified audience and aligns with greater business goals.
• Manage Kentuck’s social media account day-to-day activities; answer Direct Messages and comments in a timely manner.
• Create photo and short form video content that tells Kentuck Art Center’s story and increases engagement; customized to each platform’s strengths.
• Take photos and video at Kentuck events to support social media content creation.
• Monitor and engage in relevant social discussions on a local and national level, staying up to date with different social platform’s trends that are relevant to Kentuck’s brand.
• Collaborate with the Director of Marketing and Communications to explore new ways to engage and identify new social networks to reach target audiences.
• Assist the Director of Marketing and Communications with paid social media strategy, making recommendations based on relevant organic post data.
• Collaborate across departments to achieve various marketing goals, including:
  o Working with the Program Director to increase special event and workshop attendance.
  o Working with the Executive Director to supplement fundraising and membership efforts; especially a year-end giving campaign.
  o Working with the Gallery Shop Manager to increase the Gallery Shop’s online sales.
• Work with the Marketing & Communications Director to track, measure, and analyze all initiatives.

ADDITIONAL RESPONSIBILITIES

• Contribute to longer-form written content projects, including blog posts, press releases, marketing emails, and website copy.
• Maintain event calendars on Kentuck’s website, Facebook page and third party websites.
• Be fluent in Kentuck’s brand voice and visual brand standards and maintain consistency across platforms.
• This position is also required to perform all other duties as assigned.
GOALS
• Job performance measured on increase in social media account followers and engagement; Kentuck memberships, attendance at Art Nights, Festivals, and other Kentuck related events, and gallery shop sales.

REQUIREMENTS

EDUCATION
• BA/BS degree or equivalent work experience.

EXPERIENCE

SKILLS
• At least 1 year experience managing and creating content for a brand's social media accounts.
• Excellent written and oral communication skills both in print and in person, experience maintaining a brand voice across platforms.
• Skilled in creating, editing, and posting written and visual content, including short form video, and maintaining visual brand standards across platforms.
• Be up to date with the latest digital technologies and social media trends.
• Passion and strong understanding of the nonprofit arts industry and Kentuck's mission.
• Organizational skills to work independently and manage projects with many moving parts.
• Prefer working in a collaborative, cross-team capacity and enjoy working with the public.
• Creative thinker, with an ability to use data to inform all decisions.
• Ability to manage multiple projects and priorities at the same time in a fast-paced environment.
• Graphic design experience with Adobe Creative Suite (Indesign, Illustrator, and Photoshop) preferred.

SOFTWARE PROFICIENCY
• Buffer; or a similar social media scheduling tool
• Facebook, Instagram, Tiktok, X (Twitter), Threads
• Wix
• Microsoft Office Suite
• Photography
• Adobe Creative Suite (Photoshop/Illustrator/Indesign) (Preferred)