



Position Announcement/Description
Midland Center for the Arts
Midland, MI

Position Title: Marketing Coordinator
Supervisor: Vice President, Marketing and Communication
Classification: Full time Exempt
Last Updated: June 16, 2021

About Midland Center for the Arts

The Midland Center for the Arts is a cultural destination where people find meaning and connection in their busy lives. One of Michigan's largest non-profit arts organizations, the Center is a unique cultural complex located in the city of Midland, Michigan. The 275,000SF facility encompasses an auditorium theater (1500 seat) that presents touring Broadway and national artists and entertainers, a mid-sized theater (400 seat) for touring programs and locally-produced theater, a four-story hands-on, interactive museum of science and art, a historical campus, and an in-house community theater and professional regional symphony.

World-class entertainment and programming share the stories and experiences that look like the world. At Midland Center for the Arts, we strive to create a workplace and patron experience where all people feel welcome and engaged. Our organization celebrates diversity in all of its forms while pursuing our mission as the cultural destination for the Great Lakes Bay Region. Our work reflects our community and our values as an inclusive and accessible home for art, science and history exploration. Our organization is committed to including voices of those varying in abilities, ages, ethnicities, gender identities & expressions, races, religions, sexual orientations, and socioeconomic backgrounds.

POSITION CONCEPT: This position is responsible for advancing the mission and brand of the Center by creating, implementing and coordinating marketing plans, managing email marketing, museum membership marketing and media buying, content creation, and other special projects as assigned. The ideal candidate is a team player, has strong written and verbal communication skills, has experience in the stated areas, is extremely detail-oriented and organized.

DUTIES AND RESPONSIBILITIES:

The duties of this position include, but are not limited to:

Marketing/Sales Efforts

- In collaboration with other team members, manage and execute sales and marketing strategy and tactics for assigned programs to reach appropriate target audiences and revenue goals.
- Project manage and traffic marketing and advertising for events as assigned, including crafting creative copy, working with the graphic designer to develop marketing assets, proofreading to ensure materials are accurate, and ensuring materials are completed in a timely fashion.
- Coordinate media buys with vendor representatives as necessary to implement the marketing plan tactics.
- Track marketing budgets and assist with managing advertising expenses.
- Support media relations efforts by collecting assets to develop communication materials for media outlets and social media.
- Provide support for event-related initiatives and events, including identifying and staffing off-site community outreach events.

- Serve as a marketing liaison to various internal departments and external volunteers and stakeholders.
- Other duties as assigned.

Email Efforts

- Manage and implement email marketing schedule and content, including graphic coordination, copy, content and list pulls.
- Review data in the WordFly email management system and make appropriate recommendations for adjustments to upcoming emails and email strategy.

Marketing/Project Management

- Become proficient in project management software, ASANA, organize and monitor marketing and graphic projects in the system.
- Put together materials and attend outreach/community events to represent the Center and the Museum in the Great Lakes Bay Region (i.e. Chamber breakfasts, college fair days, etc.) as assigned.
- Assist in assembly of event program publications.
- Be knowledgeable on all of the Center's current programming and exhibits.
- Attend programs/events to provide input and analysis on the Center's practices and to stay current with what is offered in the industry.

PREFERRED KNOWLEDGE AND EXPERIENCE:

The requirements listed below are representative of the knowledge, skills, and abilities required to perform the necessary functions of this position:

Qualifications:

- Highly resourceful team player with the ability to also be extremely effective independently.
- Excellent communication skills.
- Ability to work in a fast-paced and high-pressure environment.
- Must be well organized, detail oriented and able to handle multiple tasks simultaneously.
- Ability to prioritize and execute tasks in a timely manner.
- Demonstrate proactive approaches to problem-solving with strong decision-making capability.
- Have a desire to continually learn about the arts and marketing industries.
- High proficiency with computers and programs like Word, Excel and PowerPoint.
- Experience using project management software.
- Experience with ASANA, Wordfly and/or Tessitura preferred.
- Commitment to diversity, equity, inclusion, and access, and a desire to work with people across many lines of difference

Education and Experience Requirements

- Bachelor's degree – Marketing/Advertising/Public Relations preferred.
- 2-3 years' experience of marketing and communications preferred.
- Strong writing skills, and photography and video experience a plus.
- Performing arts, museum, live entertainment or nonprofit experience a plus.

Work Schedule

- Available and willing to work a flexible schedule including weekdays, weekends, daytime into evening based on the events scheduled and marketing department requirements.

APPLICATION INFORMATION

Email cover letter and resume to:

Tina Siegmund, HR, Payroll & Benefits Manager

Email: siegmund@midlandcenter.org

Deadline: June 28, 2021