

Part-Time Marketing Manager – CCSA

FLSA Status: *Non-Exempt*

General Definition of Work

Perform marketing and administrative tasks and assist the Executive Director and Programming Manager in all phases of the non-profit agency as apparent or assigned. Work is performed under the moderate supervision of the Chestnut Creek School of the Arts Executive Directors or their designee. **This position is part-time position 20 hours per week.**

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

- Manage the Website including content development and updates, form creation, page development, and other tasks needed in response to platform/app updates or changes
- Perform Graphic design functions including updating and creating rack cards, signage, posters, flyers, forms, or other graphic materials for printed or electronic uses
- Manage digital image library including taking and editing photos, sharing on social media and organizing files for future use, as well as maintaining logos and other graphics
- Maintain branding across all literature, branded items, etc.
- Write, submit, and manage the flow and timeline of press releases with input from content specialists
- Write and email newsletters weekly to members of the online mailing list to market classes, exhibits, community service projects and events and updates on activities.
- Manage and update various contact lists including the CCSA Contact List, Interest List, Online Mailing List, Donor, Instructor, Consignment and Master Class Student List.
- Edit and maintain sound and video files sharing on social media.
- Facilitate events and fundraising efforts to include but not limited to: Year-end giving letter, on-line auction, exhibits, gala, grants.
- Serve in an all aspects of an all-hands-on-deck operation to include but not limited to front desk coverage, Saturday rotation coverage, special events and programs, light janitorial.
- Develop relationship with the community and work collaboratively with CCSA staff

Knowledge, Skills and Abilities

General knowledge of Adobe Design software including Photoshop, InDesign and Illustrator and Microsoft Office programs including Publisher, Word and Excel; strong writing and communication skills; familiarity with web design and content management programs; general administrative skills; ability to adhere to program standards and objectives of the non-profit; ability to resolve disputes with firmness and impartiality; ability to establish and maintain effective working relationships with participants, staff, volunteers, board of directors and the general public; comprehensive knowledge of facility rules and regulations, hours, operations, front desk administration..

Education and Experience

Required: College degree in related field or equivalent experience; Administrative, Educational, Non-Profit experience; graphic design/marketing proficiency.

Physical Requirements

This work requires the occasional exertion of up to 40 pounds of force; work regularly requires sitting and speaking or hearing, frequently requires standing, walking and using hands to, handle or feel and occasionally requires reaching with hands and arms and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data and observing general

Part-Time Marketing Manager – CCSA

surroundings and/or supervising activities; work has limited exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, moderate to heavy traffic).

Special Requirements

- Possession of First Aid and CPR certifications within 6 months of hire date.
- Possession of an appropriate driver's license valid in the Commonwealth of Virginia
- Required clearance of State Police, CPS, and FBI Background checks