

The Current

Marketing Associate

The Current, a non-profit center for contemporary art located in Stowe, VT, is hiring for a part-time Marketing Associate. We are one of the region's primary contemporary art exhibition and education resources, offering a range of dynamic programming that asserts the value of art by engaging visitors, members, students, volunteers, creators, and patrons. We seek an organized team player who values customer service and has a passion for the organization to join our collaborative work environment.

Summary of Position

The Marketing Associate is charged with implementing The Current's marketing strategic plan. This position will fulfill strategic marketing objectives, including increasing overall brand awareness, defining audience groups and developing insights, driving yield from local audiences, and increasing focus on national recognition of The Current.

We are committed to creating a supportive work environment defined by a culture of responsibility, integrity, and inclusion, and strongly encourage members of the BIPOC community, LGBTQ+, and people with disabilities to apply.

Duties & Responsibilities

- Follow, manage, and implement tactics in the Strategic Marketing Plan
- Organize and maintain a marketing calendar
- Produce press releases for all exhibitions and events
- Develop and execute promotional and marketing plans for exhibitions, events, classes, camps, and workshops in collaboration with department management.
- Manage, create, and update digital platforms with the current strategies and trends for marketing for the following: social media, online profiles, Google and Yelp reviews, analytics, e-newsletters, and Front Porch Forum.
- Respond articulately to marketing-related inquiries and help schedule press tours and interviews with the Executive Director or other Staff.
- Maintain an ongoing photo and video asset punch list, secure approvals for images used in marketing, including coordination of photo rights, and organize archived materials clearly and consistently.

- Other marketing/communications-related tasks as needed.

Reporting Structure

This position reports to the Executive Director and works closely with all team members, and in coordination with the Graphic Designer, Youth Education Manager, Gallery Educator + Manager, and Registrar. This part-time position requires 16-20 hours. Occasional evening and weekend hours may be required. Compensation is an hourly starting rate of \$22.

Knowledge, Skills, & Abilities

1. Bachelor's degree in Marketing, Communication, or a related degree preferred
2. 2+ years experience with marketing and design, including prior experience with creating marketing campaigns/strategies and social media content.
3. Excellent attention to branding and ability to adhere to The Current's design aesthetic and voice.
4. Proficient in digital camera usage, photo composition, and video capture.
5. Demonstrated ability to work within deadlines, construct timelines, and manage multiple projects simultaneously.
6. Ability to work independently while also serving as a team player
7. Proficient in computer skills and experience with Macs, Google Cloud, Google Suite (Gmail, Google Drive, Google Docs & Sheets) and Microsoft Office (Word and Excel)
8. Strong organizational and time-management skills, with the ability to set priorities and limits to accomplish tasks, meet deadlines, and adapt to changing priorities.
9. The ability to work independently, multi-task, maintain good spirit and humor under deadlines, and participate as an effective team member.
10. Excellent written, visual, and verbal communication and interpersonal skills working with colleagues, students, parents/guardians, teaching artists, and the general public.
11. High degree of personal and professional integrity and the ability to treat sensitive information with the highest degree of confidentiality. Ability to exercise sound judgment, courtesy, and tact in dealing with the public, board, staff, and affiliates of The Current.

Values

Openness

We value teamwork and collaboration; active listening; open, respectful, and clear communication.

Accountability

Each of us is responsible for our own words, actions, and results.

Integrity

We act with uncompromising commitment, honesty, integrity, respect, and trust in all we do. We are inspiring and inspired by the quality and excellence of our work and the honesty of our relationships.

Connection

We celebrate participation, partnership, and collaboration. We value inclusion and engagement with the community.

Respect

We recognize and respect that we all have different experiences, backgrounds, perspectives, and opinions and we can learn from each other; we value diversity and equity.

Equal Opportunity Employment

The Current is an equal opportunity employer and encourages candidates of all ethnic, racial, and religious backgrounds to apply. The Current employees are selected on the basis of ability without regard to age; (dis)ability; ethnicity; faith or religious belief; family, marital or parental status; gender identity; language; national origin; political perspective; race; sex; or sexual orientation.

To Apply

See thecurrentnow.org/opportunities for application instructions.

The Current A Center for Contemporary Art / PO Box 411 / 90 Pond Street Stowe, Vermont 05672 / thecurrentnow.org