



Marketing Specialist

Kirkland, Washington

Status: Full Time, Exempt
Type: Regular
Location: On-site
Pay: \$45,000 – \$52,000 DOE
Reports to: Executive Director

About Kirkland Arts Center

Kirkland Arts Center (KAC) is a regionally recognized non-profit arts organization that promotes art and art education to ignite individual growth and self-expression, build community, and cultivate cultural vibrancy. values a diverse, inclusive and equitable working and learning environment for all students, staff, and instructors. We believe every member of our community enriches our diversity by exposing us to a variety of ways to understand and engage with the world, identify challenges and work together

Purpose: Develop, implement, and manage effective marketing campaigns promoting Kirkland Arts Center's visual arts school and gallery that drive brand awareness, enrollment and donors to the organization. The candidate will enhance awareness of the organization and its services by driving web and social media traffic and acquiring leads, enrollment, supporters, and community partners.

Responsibilities:

- Execute marketing strategies that align with Kirkland Arts Center's operational goals in the departments of Education, Development, and Gallery
- Execute and manage campaigns across digital channels, including email, social media, newsletter, search engines, web, and advertising
- Measure and report on the performance of analog and digital marketing campaigns, and assess against goals (ROI and KPIs)
- Conduct market research and analyze trends to identify new opportunities and improve performance
- Collaborate with cross-functional teams in Education, Development, and Gallery departments, as well as the Office of the Executive Director, on content and web development, to produce engaging content and optimize user experience
- Manage the organization's website and newsletter to ensure optimal performance (KPI)
- Stay up-to-date with emerging marketing trends, specifically digital and technologies
- Complete additional assignments as assigned

Qualifications:

- 2 years of experience in graphic design, copywriting, public relations, digital marketing or commensurate relevant professional experience in related field
- Bachelor's Degree in design, marketing, communications, or related field

- Experience working in the arts, non-profits, or community-based organizations
- Successful track record in digital marketing channels: social media, website, email marketing, and advertising
- Proficient in marketing automation tools
- Excellent analytical skills and experience with digital analytics tools, e.g., Google Analytics and others
- Exceptional project management skills
- Effective written and verbal communication
- Demonstrated commitment to fostering an inclusive and equitable workplace
- Demonstrated ability to work well and collaboratively with people from diverse cultural backgrounds and heritages
- Proficiency with:
 - Email marketing platforms (Constant Contact)
 - WordPress and website management
 - InDesign, Canva, or similar design software
 - Adobe Creative Suite
 - Little Green Light (Donor CRM)
 - Copywriting and editing
 - Google Suite
 - General business processes and systems

Hours, Location & Conditions

Kirkland Arts Center is based in Kirkland, Washington. Our team works in the historic Peter Kirk Building. The Marketing Specialist is required to work on-site, with some flexibility.

Weekly hours: 40, exempt

Compensation: \$45,000 to \$52,000 per year, depending on experience

Supervisor: Executive Director

Benefits: Medical insurance, generous PTO, one free art course per quarter, and relevant professional training.

Application Instructions

Interested candidates, submit to employment@kirklandartscenter.org with subject line **‘Marketing Specialist’** all of the following.

1. Cover Letter
2. Resume
3. Diversity Statement
4. Link to 3-5 digital samples of graphic design
5. Link to 3-5 digital samples of copywriting or press release writing

First review on November 21, 2023

Open until the position is filled.

KAC is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our staff, students, and governing institutions. Candidates with diverse backgrounds, such as those who identify as Black, Indigenous, Persons of Color and/or LGBTQ+, are encouraged to apply.