



Where creativity, culture, and community collide

Job Description: Marketing Manager (Contractor)

The Arts Hub, a vibrant community arts organization in Boulder County, is seeking a creative and detail-oriented **Marketing Manager** to join our team. This contractor position plays a critical role in promoting our diverse programs, performances, and events.

This primarily remote role offers flexibility but requires occasional in-office time to gather marketing materials and attend events. Weekend and evening availability is necessary based on program needs and event schedules.

Key Responsibilities:

Social Media Management:

- Develop and execute a content calendar across multiple social media platforms.
- Create engaging posts to promote events, classes, and initiatives while maintaining the Arts Hub's voice and branding.
- Monitor and respond to comments and messages to foster community engagement.
- Collect photo and video assets at select rehearsals, performances, and events.

Email Marketing:

- Design and distribute email campaigns using platforms like Mailchimp or Constant Contact.
- Maintain and grow email lists, ensuring accurate segmentation for targeted communications.

Basic Graphic Design:

- Create visually appealing flyers, digital ads, and promotional materials using tools such as Canva or Adobe Creative Suite.

Analytics & Reporting:

- Track and analyze the performance of digital marketing campaigns, providing regular updates and recommendations for improvement.

Collaboration:

- Work closely with the Arts Hub team to ensure consistency in branding and messaging across all platforms.
- Attend events to collect marketing collateral, including photos, videos, and testimonials.

Qualifications:

- Proven experience in marketing, social media management, or a related field.

- Proficiency in design tools like Canva, Adobe Photoshop, or Illustrator.
- Experience with email marketing platforms such as Mailchimp or Constant Contact.
- Strong communication and organizational skills.
- Self-motivated and able to work independently while meeting deadlines.
- Photography/videography skills are a plus

Additional Information:

- **Contractor Role:** This is a contract position. Compensation is **\$20,000 annually**.
- **Remote Work:** While the role is primarily remote, the candidate must be available to work onsite as needed to collect marketing collateral or attend events.
- **Hours:** Flexibility in scheduling, with occasional weekend and evening requirements based on events and deadlines.

To Apply:

Please send your resume and a cover letter to Andrew Krimm, Executive Director at andrew@artshub.org.

Join the Arts Hub team and help us make a lasting impact in our community through the power of the arts!