



Title: Marketing Coordinator

Reports to: Associate Director

Full time, Exempt

Organization Overview:

Since 1987, Seattle Arts & Lectures (SAL) has championed the literary arts by inspiring and engaging readers and writers of all generations in the greater Puget Sound region. We provide children and adults with opportunities to meet writers and cultural thinkers; to read and reflect upon novels, poems, and other literary works; to encounter new ideas and artistic creations; to develop their own writing; and to engage in meaningful and open discussions about literature, culture, and society. We believe these activities are essential to the development of a more creative, thoughtful, and democratic society. SAL fulfills its mission through these programs: Literary Arts Series, Poetry Series, Women You Need to Know Series, Journalism Series, Hinge, SAL Presents, Summer Book Bingo, and Writers in the Schools (WITS).

At SAL we value a diverse workforce and an inclusive culture. We are committed to equity, diversity, and inclusion in all areas of our work and encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, and veteran status. We strongly encourage applications from members of underrepresented groups.

Position Overview:

The Marketing Coordinator works with the Associate Director to implement marketing, advertising, communications, and engagement efforts to increase the visibility and impact of the organization, our mission, and programs.

The Marketing Coordinator works with the media, coordinates print pieces and emails, contributes to our social media presence, works with partner organizations, and promotes SAL events to engage people of all ages and backgrounds to become or return as ticket-buyers, subscribers, donors, and friends. The Marketing Coordinator reports to the Associate Director and works primarily with the Public Programs team (including the Content Editor and Box Office Manager). The Public Programs team drives the outreach and sales for all ticketed events and the engagement around our free Summer Book Bingo program. While a large part of this position is focused on ticket sales and earned income, we are also seeking to diversify our audiences through creative and grassroots methods. The Marketing Coordinator also supports the Writers in the Schools (WITS) and Development teams.

The ideal candidate for this position has a love of the mission, an eye for detail and design, a passion for data and databases, a flair for writing and storytelling, and a commitment to racial equity and social justice. The ideal candidate is an extroverted book person who enjoys building relationships with a diverse span of people—from media partners and donors to grassroots organizations and individuals at events. The Marketing Coordinator must be able to know when to multi-task and when to dive deep; must be a team-player in a highly collaborative environment; to think both quantitatively and qualitatively; to look simultaneously at the big picture and to listen to the individual story.

Responsibilities:

Marketing & Advertising (30%)

- Coordinate the design, production, and timely delivery of all ads to media.
- Maintain and cultivate existing media sponsorship relationships; procure contracts, in-kind forms, and make sure that contract specifications are fulfilled on both sides.
- Cultivate new media relationships, including sponsorships and paid opportunities.
- Coordinate the design and production of all Public Programs and Development print pieces, including, but not limited to: our annual brochure, two annual postcards, the Annual Report, fundraiser invitations and collateral, our annual subscription campaign, and others. Support Writers in the Schools (WITS) print productions as needed.
- Manage relationships with graphic designers.
- Seek creative and cost-effective opportunities for marketing and advertising.
- Coordinate social media advertising on Facebook, Instagram, and Twitter. Track and analyze trends and insights.
- Manage and update SAL's TRG Database and respond to list-trade requests from other organizations.
- Attend monthly lunchtime Market the Arts meetings (currently held at Seattle Center) and stay abreast of best practices in marketing and outreach, as well as network with other local marketing practitioners to make connections and engage with the local arts community.

Communications (20%)

- Produce engaging pre- and post-event emails and all one-off emails through MailChimp.
- Generate engaging and fresh content for event programs and coordinate the design and printing of these programs.
- Contribute compelling content to bi-weekly newsletters, the website, and the blog.
- Copyedit all external-facing communications.
- Execute a social media strategy with content crafted for each of our social media brands.
- Track and analyze social media engagement based on trends and organizational focus.
- Help ensure that SAL's visual and tonal brand is upheld in all external-facing communications.
- Coordinate audience survey tactics, including the distribution and collection of surveys at events and online at the end of the season. Coordinate the entry and analysis of this data.

Community Engagement (20%)

- Represent the organization at the majority of SAL's Public Programs, WITS, and fundraising events (approximately 35 events a year). Duties may include relationship-building, public relations, supporting media and community partner tables, handling press and partner comps, or other support roles as needed. Evening hours required; typically, 1-2 times/week September – May. See lectures.org for full schedule of events.
- Seek creative opportunities for deepening and expanding community engagement overall.
- Coordinate audience engagement and audience building efforts, focusing on specific subgroups identified by our strategic plan.
- Answer phones, take ticket-orders, and provide excellent front-line customer service and support to all SAL's stakeholders.

Public Relations (15%)

- Generate and distribute well-written press releases as needed.
- Maintain an up-to-date list of current press contacts.
- Respond to feedback from the public on social media and via email and phone.
- Cultivate relationships with editors and reporters and pitch creative ideas for stories.

Other (15%)

- Track spending, manage actuals-to-budget, and coordinate vendor payments and invoices.
- Attend and contribute to weekly Public Programs planning and marketing meetings and Staff meetings.
- Participate in ongoing equity work and trainings.
- Attend cultivation events, SAL celebrations, and community functions as needed.
- Work with marketing interns.
- Gather reporting data for the Board as requested and occasionally present as needed (typically one time a year).
- Greet and direct office visitors and delivery people and staff the office intercom.
- This is a small team; we all pitch in to help each other out and our work is always evolving. The ideal candidate will be flexible, joyful, and up for the variety of kinds of work that a small non-profit encounters on the day-to-day.

Desired Qualifications:

- Passion for SAL's mission and a love of stories and storytelling.
- One year of experience and a successful track record in implementing outreach and marketing programs, preferably in an arts/non-profit context.
- Ability to work independently and as a member of a dynamic, creative, highly collaborative team in a fast-paced, open-office environment. Must be a self-starter yet able to work under direction.
- Curiosity, a growth mindset, and love of continuous learning.
- Demonstrated flexibility, initiative, and ability to manage multiple projects and deadlines.
- Strong attention to detail, and a love of managing and analyzing data.
- Excellent relationship-building skills, passionate storytelling and persuasive writing skills, and a professional and joyful outlook.
- A commitment to racial equity and social justice.
- Exceptional customer service skills with excellent follow-through and commitment to protecting confidential information.
- Working knowledge of donor/ticketing database programs (PatronManager preferred) and proficiency with any of the following highly desirable: Microsoft Office, Mac platform, MailChimp, Facebook, Twitter, Instagram, YouTube, SEO, Google Analytics, and Google Ads.
- Proficiency with InDesign, Photoshop, and design experience a plus.
- An awareness of the Seattle non-profit community, literary organizations, local media, and grassroots organizations all a plus.
- Evening/weekend hours required; typically 1-2 times/week September – May. See lectures.org for full schedule of events.

Compensation & Benefits:

This is a 40 hours/week full-time position. Salary is \$32,000-36,000 per year (commensurate with experience and qualifications) with a benefits package, including:

- generous paid time off, including 20 vacation days / year starting your 2nd year (15 days in year one) as well as sick, personal, and holidays;
- 100% of medical, vision, and dental insurance covered;
- 403(b) retirement plan pre-tax distribution;
- flex time as appropriate;
- support and budget for professional development and growth.

Hiring Process & Timeline:

- We will begin scheduling phone interviews in late August.
- We will begin in-person one-hour interviews in September.
- Finalists will be invited to a second-round, two-hour interview (comprised of several shorter interviews with different teams), and we will make an offer shortly thereafter.
- We would like to have the selected candidate start in mid to late October.

To Apply:

No phone calls, please.

Send a resume and thoughtful, well-written cover letter that addresses how your background and skills relate to the position.

Submit applications electronically to salhr@lectures.org. The email subject line should be Marketing Coordinator, and please include your last name in file names of your attachment(s).

Open until filled. For best consideration, please submit no later than August 27, 2018.

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