



Title: Marketing Coordinator
Reports to: Marketing Manager

Job Type: Limited Term (12 months), Fulltime, Non-exempt

Salary Range: \$52,000 to \$54,000

Location: 340 15th Ave. E, Seattle WA 98112

Mission:

Seattle Arts & Lectures (SAL) cultivates transformative experiences through story and language with readers and writers of all generations.

We invite you to join our fun, book-loving team of 14 to fulfill the mission of SAL as our Marketing Coordinator. SAL offers thoughtfully curated experiences through programs that are intergenerational in nature, bolstering both emerging and established literary artists, and inviting change and new perspectives in our audience. We believe these activities are essential to continuously and courageously revitalize equity, justice, and belonging. Our work both internally and externally is guided by our core values: belonging, racial equity, transparency and trust, curiosity, and joy.

SAL Program Overview:

SAL fulfills its mission through educational, public, and community programming, in-person and online. Our public literary events bring the most talented and thought-provoking writers of our times to speak about and read their work. Our free Summer Book Bingo program (co-presented with The Seattle Public Library and the King County Library System) inspires our community to reconnect with the joy of reading through a series of fun challenges. Our youth programs include Writers in the Schools (WITS) and the Seattle Youth Poetry Fellowship (YPF) program. WITS places local, professional writers in public school classroom residencies to inspire K-12 students to tell their stories as they develop lifelong writing skills. YPF elevates the powerful voices of local youth poets committed to community engagement, education, and equity in our region.

Inclusion, Diversity, Equity, & Access:

All staff actively participate in SAL's ongoing efforts to become an anti-racist organization and embody an organizational culture that supports and reinforces our inclusion, diversity, equity & access goals. Our 2020-24 Strategic Plan and SAL's Equity Accountability Reports are available on the SAL website under "About." This commitment and understanding should be demonstrated throughout the performance of the Marketing Coordinator responsibilities and staff activities.

Position Overview:

Working with the Marketing Manager and the Director of Events & Outreach, the Marketing Coordinator assists with the implementation of SAL's marketing, advertising, communications, and engagement efforts to increase the visibility and impact of the organization, our mission, and our programs. Reporting to the Marketing Manager, the Marketing Coordinator works primarily with the Public Programs team, which includes the Marketing Manager, Patron Services Manager, the Public Programs Associate, and the Director of Events & Outreach. The Public Programs team drives the production, outreach, and sales for all ticketed events, as well as engagement around our free

community-based programs. The Marketing Coordinator will help drive the earned income of ticketed programs, as well as awareness and appreciation of our Youth Programs (Writers in the Schools and the Seattle Youth Poetry Fellowship program) and our free programs.

Responsibilities:

Marketing & Advertising (35%)

- Support the maintenance of SAL's media sponsorship relationships by executing contracts, in-kind forms, and executing contract specifications.
- Coordinate the design, production, and timely delivery of all print and digital ads to media.
- Assist with the design and production of all Public Programs print and digital collateral (including, but not limited to, our annual brochure, seasonal postcards, and social media graphics).
- Assists the Marketing Manager with the building of social media ads and Google Ads.
- Maintains online event listings across partner calendars.

Communications & Public Relations (35%)

- Produce and schedule engaging, fun, well-written, and timely social media content for Facebook, Instagram, YouTube Shorts, and TikTok.
- Coordinates social media interaction between audiences and SAL.
- Track social media performance metrics and assist in reporting.
- Generate email marketing campaigns under the manager's direction.
- Generate content for the SAL website and blog as needed.
- Assist with the data collection and analysis of community survey feedback.
- Distribute and archive press releases and press coverage and maintain an up-to-date list of current press contacts.
- Assist Marketing Manager in community partnership outreach efforts.
- Maintain SAL's photo gallery of past events.

Community Engagement (15%)

- Attend and support the effective production of SAL's public programs by leading social media engagement and documentation at events.
- Attend and support SAL fundraising events, WITS events, celebrations, and other community functions.
- Assist with the promotion process of Summer Book Bingo in collaboration with the Events & Outreach Director, Marketing Manager, and The Seattle Public Library and King County Library System.
- Contribute to the Public Programs team's efforts to creative deepen and expand community engagement overall, focusing on specific subgroups identified by our strategic plan.

Other (15%)

- Coordinate vendor contracts, payments, and invoices.
- Participate in ongoing equity work, staff meetings, and trainings.

Diverse Workforce statement:

SAL values a diverse workforce and an inclusive culture in all areas of our work and culture. SAL is an equal opportunity employer. We recognize that opportunities in the arts have historically excluded and continue to disproportionately exclude Black and Indigenous people, people of color, people from working class backgrounds, people with disabilities, and LGBTQIA+ people. We strongly encourage individuals with these identities to apply. Strong candidates will bring a diverse set of skills, characteristics, and experiences, both professional and lived. SAL focuses on a holistic view of potential candidates and understanding that no single candidate will offer every desired skill and characteristic. The following offers an aspirational view of the ideal candidate profile, and we encourage applications from candidates with a wide range of experiences and backgrounds.

Minimum Qualifications:

- Minimum of 1 year of experience in a marketing, communications, or related role—preferably within a nonprofit or arts/cultural organization.
- Experience creating compelling, mission-driven social media content that supports brand and outreach goals across platforms (e.g., Facebook, Instagram, TikTok, YouTube).

Desired Qualifications:

- Passion for SAL's mission, vision, values, and programming.
- Commitment to racial equity, social justice, and inclusive marketing practices.
- Strong communication skills (written, verbal, and interpersonal) with the ability to message to diverse audiences.
- Creative thinker with a growth mindset and a desire to learn.
- Ability to manage multiple projects and deadlines with initiative, flexibility, and attention to detail.
- Comfort with data analysis and using metrics to inform marketing strategies.
- Excellent customer service orientation with strong follow-through and discretion in handling confidential information.
- Experience using marketing and communication tools, including:
 - Mac and G-Suite platforms
 - CRM platforms (Salesforce/PatronManager preferred)
 - Email marketing tools (MailChimp)
 - Analytics platforms (Google Analytics, Google Ads)
 - Design proficiency is a plus, particularly with Adobe InDesign and Photoshop.
- Familiarity with the Seattle nonprofit community, literary organizations, local media, or grassroots networks is a plus.

Additional Considerations:

- Evening/weekend hours required (typically 3 to 5 times per month, September to June).
- This is an on-location position in Seattle. We are, unfortunately, not able to provide relocation assistance for this position.

Benefits overview:

- Generous paid time off, including 20 vacation days/year starting your second year (15 days in year one), as well as wellness time, 3 personal days, and holidays.
- 100% of medical, vision, and dental insurance. Long-term disability, and group life insurance is also covered, including an Employee Assistance Program.
- 403(b) retirement plan with a 3% gross salary contribution funded by SAL and an optional employee pre-tax distribution available.
- Flex time as appropriate.
- Hybrid/remote schedule: During a three-month orientation/probation period, you will be required to be in the office for 3-4 days a week. After that period, SAL currently expects staff to work in-office at least 2 days per week, schedule permitting.
- Support and budget for professional development and growth.

Application Instructions:

- Send a resume with a cover letter that tells us why this position is a good fit.
- Submit applications electronically in one PDF document to salhr@lectures.org. The email subject line should be "Marketing Coordinator."
- Open until filled. For best consideration, please submit no later than July 21, 2025.
- **Please Note: Resumes submitted without a cover letter will not be considered.**

Hiring Process and timeline:

- We will begin scheduling phone interviews in the last week of July and in person interviews the first week of August. Finalists will be invited to a third round of interviews with SAL's full team and the hiring team and will be paid a stipend of \$250.
- Ideally, the selected candidate will begin September 1, 2025
- Contact Information for inquiries related to this position (email preferred):

Hendri Wa
Administrative Associate
salhr@lectures.org
(206)621-2230 ext. 26