

Marketing Assistant

Summary

The Marketing Assistant provides clerical and administrative support to the curator, other staff, and board. The Marketing Assistant is responsible for marketing the gallery, online store, and special events on all platforms and serves as a personable public front for anyone entering the Gallery. The Marketing Assistant reports to the Curator.

Duties and Responsibilities

- Marketing the programs of the Macon Arts Alliance
 - Maintains Facebook, Twitter, Instagram for Macon Arts Alliance
 - Sends monthly Macon Arts Alliance Gallery and Events email
 - Creates and sends monthly Gallery card mailing
 - Creates and sends card mailing for Fire & Ice and Fired Works
 - Create bi-monthly ad for Macon Magazine
 - Assist curator in creating 8-page Macon Magazine insert for Fired Works
- Manages Macon365.com
 - Monitor and approves event submissions
 - Generates weekly events highlight email
 - Manage social media
- The Gallery
 - Serve as receptionist and cashier, greeting and assisting customers in the Gallery
 - Answer and route phone calls
 - Fulfill sales from the online store
 - Assists Curator installing Gallery exhibits
- Fired Works / Fire & Ice
 - Manage artist inventory lists as needed
 - Works at each event as scheduled
- Other Duties as Assigned
 - Represents MAA at monthly Downtown Macon Community Association meetings

Education and Experience

The Marketing Assistant should possess, at minimum, a liberal/fine arts bachelors' degree or high school diploma/equivalency with two to four years marketing experience or any equivalent combination of education and experience which provides the required knowledge, skills, and abilities to successfully perform the duties and responsibilities of the position.

Requirements

- General computer literacy with proficiency in the Microsoft Office and Adobe Creative Cloud suite of applications, database applications, as well as point of sale, and inventory systems
- Ability to operate standard office machines
- Excellent spoken and written grammar and communication skills
- Able to exercise tact and discretion with staff, board, members, and public
- Organized, efficient, and keeps a clean workspace
- Enthusiastic and willing to learn

Compensation

\$15 per hour for a minimum of 16 hours per week. Flexible schedule and hours available.

Interested applicants should email their resume to director@maconarts.org