



CULTURAL CENTER MARKETING COORDINATOR

STATEMENT OF DUTIES:

The Cultural Center Marketing Coordinator will create, schedule, and organize marketing content for the Mauldin Cultural Center. Additionally, the employee will support the programming and events of the Mauldin Cultural Center.

POSITION FUNCTIONS:

The Cultural Center is a multi-faceted department that stages numerous community events, theatrical performances, and educational opportunities throughout the year.

General Functions

- Team Support
 - Assist in signature Cultural Center events and productions by helping with setup, implementation, and breakdown
 - Field walk-in, phone, and email requests for information from the community.
- Marketing Strategy
 - Negotiate advertisement contracts with outlets based on established marketing budget
 - Work within accounting procedures to process quotes and invoices for payment
 - Create weekly focus areas based on calendar of events
 - Create marketing timeline to ensure deadlines are met
- Social Media
 - Live content capture and creation during events and shows
 - Work with team to design digital media using provided assets and schedule posts according to the marketing timeline
 - Engage with the community by responding to questions and monitoring messages.
- Digital Marketing
 - Update Mauldin Cultural Center website to maintain current offerings, online community calendars, and ticketing websites
 - Create, schedule and update digital collateral, including social content, social ads, and digital ads.
 - Create and distribute dynamic and engaging e-newsletters on a bi-monthly basis
 - Ability to take assets designed by outside firm and use them to create digital ads, website banners, etc. and resize as needed to extend their use.
- Other duties as directed.

SUPERVISION:

Employee works under the general supervision of the Cultural Center Manager and the direct supervision of the Event Coordinator and the Theatre/Production Coordinator. This employee does not exercise supervisory responsibilities.

JOB ENVIRONMENT:

Employee must maintain a flexible schedule, often working nights, weekends and holidays. Employee must be able to work indoors and outdoors in various weather conditions.

RECOMMENDED QUALIFICATIONS**Physical and Mental Requirements**

- Employee is required to stand, walk, talk, listen, use hands, reach with arms and hands, climb, balance, stoop, kneel, and sit, up to 2/3rd of the time.
- Employee frequently lifts up to 25lbs., and occasionally lifts more than 25 lbs.
- Normal vision is required for this position.
- Equipment operated includes office machines, computers, audiovisual equipment, radio communicators, golf carts, and City vehicles.

Education and Experience

- 2+ years of experience in marketing, social media or graphic design required
- Bachelor's degree preferred in a field related to marketing, social media or graphic design

Knowledge, Skills and Abilities

A candidate for this position should have experience in:

- Proficiency in Adobe InDesign, Illustrator, PhotoShop, or Canva preferred.
- Proficiency in Microsoft Word, Excel and Outlook required
- Strong ability to manage multiple projects at once
- Exceptional verbal and written communication skills
- Exceptional organizational skills
- Well-developed time management, organizational and follow-through skills

Special Requirements

- Candidates for this position must possess a valid South Carolina driver's license.
- Ability to maintain flexible schedule, including some nights and weekends.