



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

## **MARKETING & COMMUNICATIONS MANAGER – COUNCIL ON CULTURE & ARTS (COCA)**

Since its founding in 1985, COCA has served as the Local Arts Agency for the City of Tallahassee and Leon County, FL. COCA services include marketing and promotion, grant programs, community outreach, advocacy, public art and education. To learn more about COCA, visit our website at [www.tallahasseearts.org](http://www.tallahasseearts.org)

### **JOB DESCRIPTION**

The Marketing Manager performs advanced-level professional work to ensure alignment with COCA's services, brand development and overall mission and goals. This full-time position focuses on marketing, communications, public relations and promotions of COCA's mission, brand & services. This includes implementing all marketing campaigns; creating clear, targeted messages; promoting industry clientele & strategically building visibility of arts & cultural events; developing tools to educate, assist and align arts & culture clients (local artists, arts businesses, cultural organizations, educational institutions, COCA grantees & patrons, etc.) with current industry practices; assisting clientele with promotions of programming/services to residents & visitors; advertising & membership sales; representing COCA at cross-functional groups; and updating senior leadership & board of directors on progress of marketing activities. Special focus includes optimizing COCA's new website, building sales (ads, memberships) and strengthening data-driven practices. The position involves a blend of technology usage and community site visits, along with work-from-home and in-person office hours.

An ideal candidate will be well-spoken, consumer driven, detail-oriented, service-focused, tech-savvy, community-minded, and enjoy working in a creative, unique, and collaborative environment.

### **DUTIES & RESPONSIBILITIES**

#### **COCA Marketing & Media (40%)**

- Create strategies for COCA marketing and implement within the community
- Maintain annual marketing plan and basic marketing metrics for reporting
- Oversee and create all brand communication throughout the organization
- Implement COCA's branding guide
- Communicate with area publications annually to update and advise about arts-related content
- Schedule ongoing marketing consultations to area arts organizations and individuals
- Research, coordinate and maintain COCA merchandise selections,
- Research and maintain COCA media buys
- Develop media relationships
- Develop and maintain COCA media list
- Write and send out COCA press releases
- Manage advertising with partner organizations & businesses, both in-kind and commercial
- Create graphics for COCA materials, including events, advertising
- Work with developers and designers to assist with creation of video, logos, graphics, etc.
- Work with COCA staff on communication & marketing to surrounding counties
- Market and promote COCA services and initiative, including advertising, membership, etc.
- Design & create COCA brochures and rack cards
- Create and update marketing one-sheets and guidelines to help organizations promote themselves
- Attend community events to educate about COCA's services and programs (with staff)
- Speak to and serve on civic committees that build partnerships and marketing opportunities
- Manage relationship with Artsopolis

**Website (10%)**

Oversee vision, graphics images, messaging, and content for the COCA website (tallahasseearts.org)  
Oversee Tallahassee Arts Guide calendar (TAG) and approve events & classified listings  
Contact organizations/individuals to post events and listings  
Work with COCA staff to update COCA website and integrate elements of Tallahassee Arts Guide  
Work with Artsopolis to manage ongoing updates to Tallahassee Arts Guide  
Assist staff and outside users with the COCA calendar and other website elements

**Emails & Data Management (10%)**

Create content, format, edit and send newsletter emails for “Tallahassee Arts Guide: This Week!” & “COCA Classifieds” (weekly) and oversee the Arts in Education newsletter (monthly)  
Manage database and implement strategies to increase numbers the number of recipients and users  
Work with interns to update classifieds and event postings for newsletters  
Work with Grants, Arts Education and Public Art Managers to update listings in their area of oversight  
Monitor external arts sites and newsletters to obtain and post possible classified listings  
Solicit outside organizations to submit information for jobs listings and professional development  
Answer questions and inquiries from email blasts, emails, social media, etc (same day/24 hr response)  
Recruit and manage marketing interns to assist with weekly tasks (emails, classifieds, ads, etc)

**Social Media (10%)**

Build on social media assets & continue vision for COCA’s social media platforms  
Increase social media followers and build communication w/ public  
Market COCA services to artists/arts & cultural organizations & other out-of-industry clientele  
Maintain COCA Facebook page, adding likes/follows, posting, reposting & tracking analytics  
Maintain COCA Twitter page, adding followers, following new groups & tracking analytics  
Add/update other social media, including TikTok, LinkedIn, etc.  
Identify content, write messages, & design media images and graphics  
Join local public relations and marketing groups to network and engage with community members  
Work with Assistants and interns to further social media objectives  
Curate “Behind The Scenes” , “Artists Inspire” and other campaigns for COCA social media  
Boost content to increase page likes and followers

**Memberships & Partnerships (10%)**

Work with COCA team to develop partnerships and service initiatives  
Work with partner organizations to use the COCA calendar & services  
Work with organizations, i.e. Visit Tallahassee, Choose Tallahassee & Tallahassee Downtown  
Guest lecture at area colleges/universities, Rotary, INIE, etc. to explain & promote COCA services  
Work with Leon County Schools to post COCA events on weekly school calendar  
Assist in annual audits of grantee’s marketing strategies for compliance  
Promote COCA grantees in articles, social media spotlights. etc  
Coordinate and market COCA workshop series with COCA staff  
Develop and solicit memberships & sponsorships  
Develop year-around promotion campaigns for membership program  
Work with Business and Grant Managers on membership invoicing for new and renewed members

**Advertising (5%)**

Manage COCA’s advertising opportunities in COCA emails, newsletters & website  
Develop website advertising initiatives & manager advertising scheduling  
Work with Business Manager to send invoices to clients and collect advertising fees  
Maintain advertising section of COCA website

### **TLH Sunday articles (5%)**

Coordinate story content with Public Art Manager and Arts Education Manager

Research TAG a month+ in advance to select events and subjects for weekly articles

Communicate with hosting organization to obtain contact info for interview

Coordinate content with the *Tallahassee Democrat*

Oversee and manage the writer and assist with coordination of weekly article subjects

Edit all articles submitted weekly by writer

Create promotional images for blog

Boost content on Social Media after posting and encourage social media sharing

### **Operational Support (10%)**

Monitor constituent needs & develop, initiate, and revise projects, resources & programs as needed

Assist with budgeting and monitoring expenses by assigned area

Orient and oversight of new hires, interns, and volunteers (as needed)

Work with COCA staff on recruiting & retaining members to the Membership program

Assist with onsite office operations within rotating staff schedule

Other duties as assigned

### **QUALIFICATIONS**

- Bachelor's degree required. Expertise in arts administration, non-profit management, or related field preferred
- Minimum five years in arts administration and/or non-profit organizations or related field, marketing, publicity, promotions or equivalent experience
- Effective managerial, project management and customer service skills, with the ability to oversee and prioritize multiple projects and effectively manage workflow to meet deadlines
- Commitment to diversity, equity and inclusion and its integration into programs and operations
- Exceptional research, analytical, and organizational skills with high attention to detail, accuracy, protocol and deadlines
- Skilled business professional with knowledge of budgeting and funding processes
- Excellent communication, interpersonal, diplomacy, and customer service skills with the ability to interact with a wide and diverse population
- Intimate understanding of traditional and emerging marketing channels
- Ability to think creatively and innovatively
- Analytical skills to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, e-communication etc.
- Strong writing and editing skills
- High level of flexibility, with the ability to shift priorities as organizational demands require
- Ability to take initiative and develop solutions quickly and effectively
- High level of discretion in maintaining confidentiality of sensitive materials and issues
- Broad and strategic mindset, creative aptitude, and effective use of independent judgment
- Effective collaborator with the ability to work both independently and as part of a team
- Ability to function and interact in a professional level capacity to sustain the mission, culture and best interests of COCA and our constituents
- High level of proficiency with Excel, Adobe Acrobat, Microsoft Teams, Zoom & Microsoft Office Suite, Constant Contact
- Skills in graphic design using online platforms such as Canva.
- Working knowledge of social media platforms and video technology
- Must pass a background check

## COMPENSATION

Salary range begins at \$45K annually and is commensurate with background and experience. COCA's benefit package is inclusive of medical & vision, a Simple IRA with employer match, paid holidays, tech stipend, vacation and sick leave. Applicant will need to live in or relocate to the Leon County/Capital City region. The hybrid office setting includes on-site and work-from-home locations. A positive, supportive work environment is provided.

## TO APPLY (Applications accepted until position is hired)

Email résumé, cover letter, social media sample and three references to Kathleen Spehar, Executive Director at [kathleen@tallahasseearts.org](mailto:kathleen@tallahasseearts.org) COCA is an Equal Opportunity Employer. COCA does not tolerate unlawful discrimination in its employment practices. No applicants will be excluded from consideration for employment on the basis of gender, race, religion, national origin, citizenship, age, disability, or any other protected status under applicable federal, state or local law.