

Galena Center for the Arts, Inc.
971 Gear Street
Galena, IL 61036

PROMOTION COORDINATOR JOB DESCRIPTION

This part-time employee is responsible for promotion and public relations for the Galena Center for the Arts, using print and digital media, radio, television, and social media. This staff member writes press releases and ads to promote the Center's art gallery, music, theatre, and other events. This employee reports directly to the Executive Director and coordinates with the Gallery Manager on all communication intended to inform residents and visitors of the varied arts-related opportunities provided by the Galena Center for the Arts.

This employee adheres to a brand guide this is used for all communications, and develops and follows a coordinated marketing plan. This individual will help launch the Center's new logo and brand as our new facility opens in 2022. This staff member will also prepare ongoing communications to our patrons to maintain a voice that is consistent and memorable as we extend our reach to a larger audience and increase corporate sponsorship.

This employee maintains a flexible work schedule, including occasional evening and weekend hours. This position has a six-month probationary period. Performance evaluations are given after three and six months, before the probationary period ends. There is a potential for this position to be increased to full-time employment as the Galena Center for the Arts expands its artistic programs.

HOW TO APPLY

Resumes and inquiries should be sent to Carole Sullivan at Info@GalenaCenterForTheArts.com

DUTIES AND RESPONSIBILITIES

- Write press releases, and meet weekly and monthly deadlines for local newspapers and magazines in the Tri-State area (*Telegraph Herald*; *Galena Gazette*; *Flash*; *Democrat Tribune* in Mineral Point, WI; *Home News* in Spring Green, WI; *Julien's Journal*, and *The Territory Times*). State-wide publications, such as *Midwest Living* and *Illinois Country Living*, should be included when future programming is established.
- Seek other opportunities for publicizing Center activities.
- Create approved ads for newspapers, posters, Constant Contact, and social media.

- Post events for area calendars, including Dubuque365, VisitGalena.org, galenaguide.com, Wisconsin Public Radio.
- Coordinate with the Gallery Manager and Executive Director to post events and happenings on social media, including Facebook, Instagram and radio public service announcements.
- Create a blog to enhance communication on a regular basis.
- Participate with Center staff by attending weekly staff meetings and by attending Center events for the purpose of documenting and promoting Center activities.
- Liaison with the Website Manager, and eventually maintain the Center's website by posting upcoming events and opportunities.
- Expand the current reach of press releases beyond a 50-mile radius and expand to the Chicago Metropolitan Area for special targeted events.
- Liaison with the local tourism board (Visit Galena) and the Galena Chamber of Commerce to promote Galena as a more arts-focused destination.
- Work a flexible schedule, including occasional evenings and weekends for events.
- Assist in preparing a promotions budget, and adhere to it.
- Comply with all regulations as they apply.
- Exhibit prompt and courteous responses in answering telephone calls.
- Perform other duties as assigned by the Executive Director.

QUALIFICATIONS

- B.A. degree or 2-3 years of successful employment experience as a promotions and public relations writer is required.
- Graphic design and photography skills are desired.
- Proficiency in using the Microsoft Office suite, email, and Internet is required. Comfort with social media is expected. Must be willing and able to learn new skills.

- Must be a team player and comfortable interacting with a wide range of individuals in an outstanding customer service environment.
- Experience in a not-for-profit organization and in working with volunteers is preferred.
- Ability to work a flexible schedule, including some evenings and weekends, and comfort with a dynamic, multi-faceted, and sometimes fast-paced work environment, is required.
- Demonstrated interest in the Arts is an asset.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to work independently, while being responsive to and complementing the activities of the Executive Director, other staff, and volunteers.
- Adherence to ethical and transparent administrative practices, trustworthiness, and an ability to maintain confidentiality about business matters.
- Excellent interpersonal and communication skills, judgment, and actions that represent the best interests of the Center for the Arts at all times.
- Ability to pay close attention to detail, to complete work accurately, to troubleshoot problems, and to identify solutions that meet job duties and responsibilities.
- Ability to complete work in a timely manner.
- Ability to use one's own vehicle, as necessary.

PHYSICAL DEMANDS

While performing the duties and responsibilities of this position, this employee is required to stand, walk, talk, listen, see and hear. This staff member usually works indoors, in a climate-controlled environment, but also works outdoors on occasion and is required to travel by automobile to perform occasional tasks.

December 13, 2021

