

## **Position: Marketing & Gallery Associate**

**Status:** Part-time with potential for growth

**Supervised by:** Executive Director

**Compensation:** Hourly (\$17.50/hr)

**Schedule:** 20-25 hours per week Tuesday – Friday/Saturday, 11:30 – 5:00 pm

Flexible, but in-person required

Evenings and weekends may be required for various events/projects

**Ideal start date:** ASAP or July 2 or July 9 , position open until filled

**Role summary:** This individual will create marketing campaigns and social media content for Albany Center Gallery, as well as necessary administrative responsibilities and maintaining the Gallery space.

### **Needed:**

- 2 Professional References and 1 Personal Reference
- Cover Letter
  - Include why you feel you'd be an ideal candidate for this role and a welcomed addition to the ACG team
- Resume and/or CV

### **Responsibilities:**

**Marketing:** Coordinate marketing for exhibitions and programs for social media, weekly e-newsletters, community calendars, etc : *10-15hrs a week*

- Draft and create content and manage social media calendar
- Proofread and prepare copy for marketing materials, including press releases, social media posts, project announcements, etc.
- Coordination of related media and news, especially to promote exhibitions
- Upload photo albums on Google Drive, website, and Facebook (if applicable) for all ACG related activities, including Artists' Receptions and exhibitions
- Manage the email database system (MailChimp) and draft weekly e-newsletters
- Update and distribute a monthly calendar of events, as well as reach out to contacts to promote PR and opportunities to current and unique audiences
- Maintain annual Exhibitions Calendar, ensuring appropriate deadlines are met for ample exhibit promotion and community engagement
- Put together marketing materials for each exhibition, including social media posts, press releases, and/or signage if relevant
- Assist with promotion of membership program and monthly membership e-newsletters
- Printing and designing of labels, nametags, booklets, award certificates, for each exhibition
- Website maintenance and updating for quality assurance
- Manage social media accounts
- Create and design marketing materials and graphics, when applicable
- Other exhibition, marketing, and administrative tasks as assigned

**Administrative:** Organize and maintain operational processes *5 hrs a week*

- Organize various project folders, ACG files, and Google Drive folders
- Prepare materials for monthly board meetings

- Sort and file incoming mail, bills, invoices, and miscellaneous items
- Send out Thank You and Membership letters
- Track and add memberships to contact lists
- Maintain audience lists and create targeted enewsletters (through MailChimp)
- Ensure contact lists are accurate and succinct

**Gallery maintenance:** Manage the physical Gallery space *5 hrs a week*

- Responsible for Gallery upkeep, maintenance, and cleanliness
- Answer phone calls and listening to voicemails daily
- Manage inventory and materials needed for the Gallery, for operations, Artists' Receptions, and installations
- Prepare the space for exhibitions, as well as related events (i.e. Artists' Receptions, Artist talks, drop off/pick up, etc)
- First point of contact for guests entering the Gallery (greeting, processing art and merch sales)

**Essential skills: *(if you thoroughly enjoy all these, this job may be for you!)***

- Interest in art and artwork
- Proactive problem-solving
- Attention to detail
- Time and project management
- Kind and professional communication (virtual, in-person, and over the phone)

**Minimum Qualifications:**

- Associate's or Bachelor's degree in Communications, Marketing, Public Relations, Arts Administration, or related field and/or minimum of 2 years of related experience
- A passion and connection to Albany Center Gallery's Mission, Vision, and Values
- Exceptional attention to detail and organizational skills
- Superb interpersonal and customer service skills to work with key audiences including visitors
- Ability to handle multiple tasks, projects, and priorities effectively and professionally
- Proficiency with social media management and current best practices
- Proficiency in Microsoft Office Suite (Outlook, Word, Excel & PowerPoint) and Google Drive Suite (Docs, Sheets, etc)
- Ability to communicate and work well with others of varying skills and knowledge
- Ability to work independently or collaboratively on assigned responsibilities
- Ability to work in a fast-paced environment

**Preferred Qualifications, Skills, and Abilities:**

- Prior experience at an art gallery or non-profit art space
- Experience with graphic design

ACG is committed to creating a diverse, equitable environment and is proud to be an equal opportunity employer. All qualified applicants are encouraged and welcomed to apply however you identify in regard to your race, color, religion, sex, gender identity or expression, sexual orientation, ability, age, veteran status, etc.