

Marketing Coordinator at Stanwood Camano Arts Advocacy Commission (SCAAC)

Position: Marketing Coordinator

Location: Stanwood-Camano Area

Hours: 10 hours per week

Compensation: \$25/hour

About SCAAC

The Stanwood Camano Arts Advocacy Commission (SCAAC) is dedicated to promoting and supporting the arts within the city of Stanwood and Camano Island. We engage with local artists, organize community events, and provide educational opportunities to foster a vibrant arts culture.

Role Overview

We are seeking a creative and detail-oriented Marketing Coordinator to join our team. This role is ideal for someone with a passion for the arts and a knack for digital marketing. The Marketing Coordinator will be responsible for developing and implementing marketing strategies to promote our classes and events, managing our social media presence, and analyzing marketing performance.

Key Responsibilities

- **Develop and Implement Marketing Strategies:** Create and execute marketing plans to promote SCAAC's classes and events.
- **Social Media Management:** Maintain and grow our social media presence on platforms like Instagram and Wix. This includes content creation, scheduling, and engagement with our community.
- **Design and Content Creation:** Use Canva to design promotional materials and resize them for different platforms.
- **Analytics and Reporting:** Track and report on marketing performance using analytics tools. Provide insights and recommendations for improvement.
- **Collaboration:** Work closely with the SCAAC team to align marketing efforts with organizational goals. Ability to discuss feedback and suggestions in a productive and intentional way.

Qualifications

- **Experience:** Demonstrated experience in growth marketing, analytics reporting, and social media management.
- **Design Skills:** Proficiency in Canva with a strong portfolio of digital design work and examples of websites or social media pages managed. *A portfolio showcasing previous design work, including digital designs and websites or social media pages you have worked on, is required.*
- **Attention to Detail:** Excellent grammar and punctuation skills, with a keen eye for detail.
- **Technical Skills:** Experience with resizing and optimizing content for different platforms, particularly Instagram and Wix.
- **Communication:** Strong written and verbal communication skills, with an emphasis on grammar and punctuation.

Benefits

- **Community Impact:** Work in a company that is making a meaningful difference in the community by promoting and supporting the arts.
- **Creative Environment:** Be part of a vibrant and creative team passionate about the arts.
- **Professional Growth:** Opportunities for professional development and learning within the arts and marketing fields.
- **Networking Opportunities:** Connect with local artists and community leaders.