

Request for Proposal: Marketing Manager (Freelance)

Since 2000, The Center for the Arts, a 501(c)(3) nonprofit arts organization, has grown into a leading presenter of music, dance, theater, comedy, literary and visual art, and family programming, offering more than 150 events per year from its location in downtown Grass Valley, CA. The Center recently completed a major renovation of its multi-use facility in 2020, making it a premier performing arts destination. The venue includes the Main Stage, which accommodates up to 507 guests in configurable theater seats and up to 750 patrons for dance shows.

OVERVIEW:

We are seeking proposals from freelance marketing professionals to oversee marketing efforts for our various programs including concerts, arts education programs, special events, gallery exhibits, and fundraising drives. Working closely with the Executive Director and Leadership Team, this role will help to develop and execute the marketing strategy for The Center and support our five year strategic plan for audience development.

SCOPE OF WORK:

- Engage with the Executive Director, Leadership Team, and Program Managers to build campaign strategies, messaging, and materials that will announce events and promote programming.
- Create press releases and coordinate all public relations and communications activities.
- Prepare or approve outgoing communications for website, social media, and print materials.
- Update website content and oversee posted events on the website.
- Advise on and adhere to The Center's marketing budget and coordinate contracted marketing services on a per-program basis.
- Monitor and report on effectiveness of marketing campaigns.
- Work with our existing Graphic Designer in preparing web graphics, print, and digital assets.
- Work closely with our existing Marketing Associate on all social media content creation and posting.
- Manage projects and workflow tasks on the Asana platform.
- Analyze potential strategic partner relationships for additional marketing.

QUALIFICATIONS:

- A minimum of 5 years experience in marketing.
- Previous experience working with a performing arts organization or live music venue is a plus.
- Outstanding written and verbal communication skills.
- Full comprehension of Google Drive, Google Docs/Sheets, and basic computer use.
- Experience with Asana or other task management tools is a plus.
- Knowledge of marketing programs and platforms such as WordPress, Meta Business Suite, Salesforce, CRM/email programs such as Emma, Mailchimp, or Constant Contact.
- Strong database experience and knowledge of Salesforce or Patron Manager is a plus.
- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.
- Ability to use design software (Adobe Creative Suite) is a plus.

AVAILABILITY:

We estimate the above scope of work will require 20-30 hours per week on average, but are open to all proposals. These services can be provided remotely, in-person, or hybrid depending on preferences and location.

PROPOSAL DEADLINE:

Please submit questions and proposals via Email to Chris Paizis cpaizis@thecenterforthearts.org by July 31st, 2024