Marketing Associate - Job Description

Location: Grass Valley, CA

Schedule: Hourly administrative 30-40 hours/week (final schedule determined during hiring process), includes occasional evenings/weekends

Compensation: $25-28/hour depending on experience

Classification: Hourly, non-exempt

Reports to: Marketing Manager

Organizational Overview

Since 2000, The Center for the Arts, a 501(c)(3) nonprofit arts organization, has been a cultural cornerstone of Nevada County. Presenting more than 100 events each year—including music, theater, dance, comedy, literary, and visual arts—The Center operates from a newly renovated, state-of-the-art venue in downtown Grass Valley. The facility includes the Main Stage, which accommodates up to 507 seated or 750 standing guests.

Position Summary

The Marketing Associate supports the execution of The Center's marketing and communications strategy across performances, education programs, community initiatives, and fundraising campaigns. Working under the direction of the Marketing Manager, this role produces and manages content, coordinates campaign logistics, and supports the digital tools and workflows that enable effective outreach and audience engagement.

The role focuses on execution, coordination, and reporting support, while the Marketing Manager provides strategic direction, campaign planning, and higher-level analysis.

This position helps ensure marketing campaigns are executed accurately and consistently across platforms, supporting both earned- and contributed-revenue initiatives in coordination with Development and Membership staff. The ideal candidate is creative, organized, and detail-conscious, with an interest in digital tools, campaign workflows, and mission-driven communications.

The ideal candidate combines strong executional skills with a genuine enthusiasm for live music and the performing arts. This role is well suited to someone who feels invested in The Center's mission and programming and enjoys collaborating with colleagues to help audiences discover, connect with, and engage in performances, education programs, and community initiatives.

The core responsibilities of this role are designed to fit within a 30-hour workweek, with the option to expand scope and hours for a strong candidate interested in full-time work.

Essential Duties and Responsibilities

Content Creation & Management

- Create, edit, and proofread content for web, email, social media, video, and print materials using established brand voice and style guidelines.
- Prepare campaign copy for performances, programs, fundraising appeals, and community initiatives under the direction of the Marketing Manager.
- Capture or source photos and videos at events to support digital storytelling.
- Create and update basic graphics using tools such as Canva, Adobe Express, or Adobe Creative Suite.
- Maintain a well-organized digital asset library (photos, videos, graphics, and brand materials) using shared cloud-based systems.
- Coordinate the collection, organization, and distribution of press kits, media folders, and campaign assets for performances and special initiatives.
- Ensure all content adheres to accessibility, branding, and style guidelines.

Digital Marketing & Web Support

- Administer and monitor social media platforms (Facebook, Instagram, LinkedIn, YouTube), including scheduling posts using social media management tools (e.g., Buffer, Agorapulse), publishing content, and supporting basic engagement.
- Maintain and update website content using the WordPress CMS, including event pages, landing pages, and program updates.
- Support the accuracy and functionality of ticketing links, donation forms, and campaign landing pages across platforms.
- Maintain content calendars and publishing schedules using shared project-management tools such as Asana.
- Stay informed about platform updates, digital tools, and emerging best practices relevant to nonprofit and arts marketing.

Campaign Support & Coordination

- Support the execution of marketing campaigns for performances, education programs, fundraising efforts, and community initiatives.
- Prepare, format, and schedule outgoing emails and digital communications using email marketing platforms such as Mailchimp or similar tools.
- Create and manage workflow tasks in Asana to track deadlines, approvals, and deliverables.
- Coordinate the production, delivery, and distribution of printed marketing materials (posters, flyers, brochures) in collaboration with the Marketing Manager and external print vendors.
- Communicate production timelines and delivery schedules to the Volunteer Coordinator to support volunteer-led distribution.
- Monitor and refresh on-site poster cases, lobby displays, and other physical marketing touchpoints to ensure materials are current, accurate, and well-presented.
- Maintain basic tracking of printed materials and distribution status to support campaign planning and reorders.
- Assist with the collection and organization of artist and program assets (bios, images, videos).
- Support onsite marketing needs during performances and special events, including documentation and media capture.

Campaign Reporting & Systems Support

- Generate and distribute pre-defined reports related to ticket sales, campaign performance, audience growth, and engagement metrics for internal marketing use.
- Assist with audience segmentation and list preparation for email campaigns, promotions, membership communications, and fundraising appeals using CRM, ticketing, or email marketing systems, under the direction of the Marketing Manager and Development leadership.
- Coordinate with Box Office, Development, Programming, and Community Arts staff to ensure campaign data, links, and materials are accurate and aligned across systems.
- Serve as a first point of contact for routine marketing-related system issues, escalating complex or non-marketing concerns to appropriate staff.
- Support quality assurance for campaign-related workflows to ensure a smooth and consistent patron experience.
- Assist in compiling and summarizing engagement indicators from campaign reports and social media activity (e.g., comments, likes, shares, follower changes) using shared spreadsheets and reporting tools.

Qualifications

- 2+ years of experience in marketing, communications, or digital content creation.
- Strong written and visual communication skills with close attention to detail.
- Ability to manage deadlines, shifting priorities, and collaborative workflows in a fast-paced environment.
- Comfort working with common digital tools and learning new systems as needed.
- Proficiency with Google Workspace (Docs, Sheets, Drive).
- Experience using project-management or task-tracking tools (Asana preferred).
- Experience with social media scheduling tools (such as Buffer or Agorapulse).
- Experience with email marketing platforms or CRMs (such as Mailchimp or similar).
- Basic proficiency with website content management systems (WordPress or similar), including updating pages and content.
- Experience with basic graphic design tools (Canva, Adobe Express, or Adobe Creative Suite).
- Experience working with ticketing, CRM, or database systems in support of marketing or communications efforts is a plus.
- Ability to work occasional evenings and weekends to support events or campaigns.
- Interest in or connection to the performing arts, nonprofit work, or community engagement.

Benefits

- Paid Flexible Time Off (FTO)
- Flexible scheduling potential after onboarding
- Complimentary tickets to non-sold-out shows
- Discounts on workshops, merchandise, and concessions

Inclusion Statement

Don’t meet every single qualification? Studies show that candidates from underrepresented backgrounds often hesitate to apply unless they meet 100% of the requirements. At The Center for the Arts, we value diverse experiences and perspectives. If you’re excited about this role but your background doesn’t align perfectly, we encourage you to apply.