

## **Flint Institute of Arts Communications & Marketing Coordinator**

Department: Development  
Reports to: Director of Development

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### **Job Summary**

Under the direction of the Director of Development, the Communications & Marketing Coordinator will be responsible for the implementation of all aspects of communications and marketing of the FIA brand. This includes working with the Director of Development to create and execute an integrated marketing plan that builds awareness of the FIA's collections, exhibitions, programs, events, Art School, café, and retail services locally, regionally, and nationally resulting in increased attendance, membership, revenue, and recognition in the field.

**Yearly Salary:** \$72,000 – Exempt

### **Summary of Essential Job Responsibilities**

- Development and execution of integrated marketing plan that includes advertising, social media, direct mail, email marketing, and media relations
- Budget management and reporting
- Direct the content and social media strategy
- Establish, retain, and grow relationships with media (new and traditional) and sales representatives
- Support all departments by collaborating to develop and deliver relevant, timely marketing campaigns
- Create and service content for articles, editorials, and press releases
- Report on return on investment and key performance metrics
- Assist in outreach efforts

### **Skills/Qualifications**

- Bachelor's degree in communications, marketing, English, or related area of study
- Minimum of 5 years marketing, communications, and/or advertising experience
- Demonstrated experience developing, executing, and managing integrated marketing plans
- Demonstrated written, oral, interpersonal, and communication skills (including editing ability)
- Ability to successfully work independently and collaboratively with internal departments
- Experience with budgeting
- Expressed interest in the visual arts
- Knowledge of digital marketing including the creation of content for social media and websites including but not limited to Facebook, Instagram, and Twitter
- Microsoft Office Suite skills including but not limited to efficiency in Word, Excel, and PowerPoint
- Ability to exercise discretion and maintain confidentiality when necessary

### **To Apply**

Email cover letter, resume, and list of 3 references to:

Marissa Pierce, Director of Development [mpierce@flintarts.org](mailto:mpierce@flintarts.org) **\*\*NO PHONE CALLS, PLEASE\*\***

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### **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.