

Job Description: Marketing Assistant

Organization: SOAR Regional Arts

Position Type: Part-Time (Approximately 25 hours/month)

Compensation: \$500/month

Reports To: Marketing Chair and Design Director

Overview:

SOAR Regional Arts is seeking a motivated and creative **Marketing Assistant** to support our promotional efforts and enhance our visibility in the community. This position is ideal for a self-starter with a passion for the arts, strong communication skills, and a knack for content creation.

Key Responsibilities:

1. **Email Marketing**
 - Design and send weekly email campaigns via Mailchimp.
 - Ensure emails are visually appealing, engaging, and aligned with SOAR's brand.
 2. **Social Media Management**
 - Create, schedule, and post content on platforms such as Facebook, Instagram, and TikTok.
 - Engage with followers by responding to comments and messages.
 3. **Content Creation**
 - Develop compelling content to promote shows, events, and initiatives.
 - Design graphics and promotional materials using tools like Canva or Adobe Creative Suite.
 - Produce videos highlighting rehearsals, performances, and behind-the-scenes moments.
 4. **Video Production**
 - Record and edit short videos for social media and promotional campaigns.
 - Capture event footage and interviews to showcase SOAR's community impact.
 5. **General Marketing Support**
 - Assist in maintaining a marketing calendar to ensure timely promotions.
 - Provide support for event promotions and other marketing initiatives.
 - Attend select SOAR events to capture content and support marketing efforts.
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Qualifications:

- Excellent written and verbal communication skills.
- Familiarity with email marketing platforms (Mailchimp preferred).
- Experience managing social media accounts and creating content.
- Basic graphic design skills (e.g., Canva, Adobe Photoshop).
- Proficiency in video editing software (e.g., iMovie, Premiere Pro).
- Strong organizational and time-management skills.

- Ability to work independently and meet deadlines.
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Preferred Skills:

- Prior experience in arts marketing or nonprofit organizations.
 - Knowledge of local performing arts communities.
 - Photography and videography experience.
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Work Hours and Compensation:

- Approximately 25 hours per month.
 - Pay is \$500/month.
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How to Apply:

To apply, please submit your resume, a brief cover letter, and examples of relevant work (social media posts, email campaigns, videos, etc.) to marketing@soararts.org

SOAR Regional Arts is an equal opportunity organization that celebrates diversity and strives to create an inclusive environment for all team members.