



MARKETING & EVENTS DIRECTOR

Job Description

Full Time, Exempt

Reports to: Chief Operating Officer

The Marketing & Events Director (MED) plans and implements marketing strategies to promote the Tippecanoe Arts Federation's events, programs, and services. The MED provides leadership in the planning, development, management, and evaluation of all TAF events. Additional responsibilities of this role include administrative work and assisting with the fundraising and membership programs.

A firm understanding of and ability to work within current marketing media is required. Strong skills in writing, graphic design, attention to detail, and the ability to perform multiple tasks within deadlines are expected. A Bachelor's degree in Marketing, Communications, Arts or related area is desired. The selected individual will work within a small team of committed staff members who work together to achieve the goals of the Tippecanoe Arts Federation.

Responsibilities:

- Oversees the execution of all public relations and marketing activities while ensuring the TAF brand is promoted in a consistent manner.
- Develops an annual marketing plan to support the achievement of TAF's organizational and budget goals.
- Develops program-related marketing plans, oversees their execution, and monitors associated metrics as to the effectiveness of all marketing activities.
- Builds communication strategies that clearly articulate the value of TAF's programs and services in order to increase awareness and engagement.
- Provides leadership and strategies for community-based marketing efforts and programs.
- Leads the TASTE of Tippecanoe planning committee.
- Cultivates business participation in programs including Gallery Walk and the TASTE of Tippecanoe.
- Oversees and develops content for print and digital marketing efforts, including the creation of advertisements, postcards, posters, press releases, social media posts, Constant Contact e-mail campaigns, and updates to the organization's websites.
- Facilitates member and donor development through marketing and member donor programs.
- Documents the organization's fundraising efforts using GiftWorks and provides donor information and progress reports when needed.
- Provides assistance for daily office operations, including answering telephones, providing customer assistance, and other types of clerical work.

- Oversees the budget related to areas of responsibilities.
- Other duties as assigned.

Employment Standards

Education:	College degree required. Concentration in Marketing, Arts or Communications preferred.
Required Skills:	Must be a self-starter, quick learner, highly organized, detail oriented, articulate individual. Polished presentation and interpersonal skills. Must possess strong writing skills. Needs working knowledge of Microsoft Office and Adobe Creative Suite. Willingness and ability to work outside of normal business hours as needed since the position supervises events and programs that take place on evenings and weekends.
Special Skills:	Background in arts marketing and experience with WordPress and GiftWorks fund ware are a plus.

Submission Instructions

Interested applicants should send a cover letter, resume, and three references to the Tippecanoe Arts Federation's Chief Operating Officer, Ann Fields Monical, at coo@tippecanoearts.org no later than May 30, 2018.