



## **Job Title: Marketing and Promotions Coordinator for Weehawken Creative Arts and The Sherbino**

### **Job Summary:**

The Marketing and Promotions Coordinator will spearhead the marketing and promotional efforts for Weehawken Creative Arts and Ridgway Chautauqua (Sherbino). This role includes managing and updating multiple websites, handling digital and print advertising, maintaining social media platforms, and creating consistent, high-quality promotional materials. Working directly with the Executive Director and Artistic Director for Dance, and closely with program managers and assistants for both organizations, this position requires a strong understanding of both organizations' missions, visions, and values, as well as the ability to maintain consistency in messaging and visual branding across all platforms. The position also requires active involvement during major fundraising events, contributing to tasks beyond the marketing scope to support organizational success for both Weehawken Creative Arts and The Sherbino / Ridgway Chautauqua.

### **Key Responsibilities:**

- **Website Content Management & Redesign:**

- Manage and update content for multiple websites, including:
  - Weehawken Creative Arts
  - Weehawken Dance
  - The Sherbino
  - Ridgway Rendezvous
  - Ridgway 1K
  - Ridgway Fête de la Musique
  - The Annex/Key to the Future Project
  - Any future websites for special events or projects.
- Utilize WordPress and WIX platforms to maintain, enhance, and update content for these sites.
- Lead the redesign of the Weehawken Creative Arts main website in early 2025, coordinating with vendors, stakeholders, and internal teams to ensure alignment with organizational goals.

### **Content Creation & Proofreading:**

- Create visually appealing and easy-to-read paper show flyers and promotional materials in Canva with aid and direction from other team members
- Proofread all external communications (for all staff), including emails and flyers, to ensure clarity, professionalism, and consistency.
- Assist with reviewing and improving all communications, particularly those related to program details and events, to avoid confusion and enhance understanding.
- Streamline flyer production by utilizing expertise in Canva and creating templates for efficiency.

- **Marketing & Promotion:**

- Develop and execute paid promotions across platforms, including:
  - Social media paid promotions using Meta Business Suite.
  - Radio and news media advertising.
  - Digital advertising campaigns.
- Create content and design for advertisements, ensuring all materials are print-ready and adhere to branding guidelines.

- Distribute and manage regular press releases for events and programs, ensuring professionalism and accuracy.
- Coordinate and maintain public and private-facing digital calendars for all events and programs.
- Submit monthly schedules to agencies and update external calendars like Colorado.com, KVNF, and other relevant platforms.
- **Social Media & Digital Content:**
  - Manage multiple social media pages across platforms such as Facebook, Instagram, TikTok, and YouTube.
  - Create visually engaging content using tools like Canva and Adobe Creative Suite.
  - Schedule and post content, monitor engagement, and respond to comments and inquiries.
  - Create and manage Facebook events, cross-posting with community partners and relevant pages.
- **Collaboration & Consistency:**
  - Work directly with the Executive Director and Artistic Director for Dance to maintain consistent messaging and visual branding.
  - Collaborate closely with programming managers for both Weehawken Creative Arts and Sherbino to align marketing efforts with organizational goals.
  - Adhere to established branding and messaging guidelines while introducing creative improvements.
- **Fundraising Event Support:**
  - Be present and helpful during major fundraising events, including Fête de la Musique, Ridgway Rendezvous, the Ridgway 1K, and dance performances.
  - Gather and produce onsite event content (photos, videos, etc) from these events for further marketing of the events
  - Take on tasks outside the scope of marketing and promotions during these events, as needed, to ensure their success.
  - Recognize the critical role these events play in supporting organizational operations and paying staff.

### Compensation and Benefits:

- **Starting Wage:** \$22 to \$23 per hour, depending on experience.
- **Wage Increase:** After the training period, wages will increase to \$23.50 to \$25 per hour based on experience and demonstrated skill set.
- **Flex Time:** Flexible scheduling to accommodate personal obligations, with the ability to balance heavier work weeks with lighter schedules in subsequent weeks.
- **Paid Time Off (PTO):** Eligible after six months of service, with set paid holidays and breaks, including:
  - December 25th through New Year's Day.
  - During Thanksgiving week (Wednesday before Thanksgiving through the following Monday).
  - A spring break week (potentially alternating weeks with other staff for staff coverage).
  - Extended days during a midwinter break.
  - A paid week off in August, post-Rendezvous, scheduled between August 15th and Labor Day (potentially alternating weeks with other staff for staff coverage).
- Opportunities are expanded with proven levels of service.

### Position Details:

- **Hours:** An expected average of 30 hours and up to 40 hours during peak periods.
- **Locations:** Office presence required in Montrose (1–2 days per week) and Ridgway (3–4 days per week), with flexibility based on program needs.

**Reports To:** Executive Director, followed by Artistic Director for Weehawken Dance

**To Apply:** Submit your resume and cover letter to Ashley King at [ashley@sherbino.org](mailto:ashley@sherbino.org) . Applications will be accepted until the position is filled.

**About Us:**

Weehawken Creative Arts and Ridgway Chautauqua (Sherbino) are nonprofit organizations enriching the community through arts, culture, and education in our communities. Through vibrant programs and events, we provide opportunities for creativity, learning, and connection in Western Colorado. Weehawken offers well over 500 programs a year and the Sherbino offers over 120 programs or events a year.

Join us to help amplify the impact of the arts in our community!