



Communications Assistant – Staff-Artist Position

One year position

Proposed start date: September 3, 2017

Required: cover letter, resume/CV, and work sample

Job Description

The VSC Communications Assistant is responsible for assisting in the production and deployment of the Vermont Studio Center's advertising, fundraising, and outreach communications efforts across all channels (print/web/social/direct mail/etc). The Communications Assistant will be involved in the planning, production, and deployment of VSC's marketing, advertising, and general outreach initiatives across web, print, and social media. This is a fast-paced, deadline-oriented position that requires broad familiarity with the tools and principles of marketing/communications/community-building, including content production, copyediting/proofreading, graphic design for print and web, website administration, and social media management.

This is a one-year, live-in, 29-hours per week staff-artist position. Compensation includes private room, studio, meals, access to Visiting Artists & Writers, a stipend of \$200 per week, paid holidays, sick days, and two weeks (60 hours) of vacation time. The Communications Assistant reports to the Marketing & Communications Manager and works collaboratively with both the Program and Development teams.

Like all VSC Staff-Artists, the Communications Assistant must be available to answer questions, maintain a comfortable and appropriate working atmosphere, and foster high morale among the residents at VSC.

The Communications Assistant keeps regular office hours as part of the overall VSC administrative operation.

Major Duties:

- Assisting in the production and deployment of fellowship outreach and annual giving campaign materials
- Assisting in the planning and production of alumni outreach & community development efforts
- Assisting in the creation/collation and deployment of regular daily/weekly/monthly content for web, social media, etc.
- Handling regular web updates (Squarespace)
- Photo capture and editing for web/print
- Copyediting/proofreading a wide variety of materials
- Assisting in segmenting outreach lists, creating tests, and targeting materials to appropriate constituencies
- Assisting in evaluating VSC's tools, vendors, venues, and strategies to ensure our

- technologies and outreach practices remain up-to-date
- Assisting in collecting and analyzing data from campaigns/surveys/etc. to help inform outreach decision-making
 - Assisting in ensuring organization-wide adherence to VSC's brand guidelines across all materials, media, and channels
 - Producing community-based content (identifying audio, photo, video opportunities, scheduling with residents for individual video profiles, editing and creating posts, organizing and scheduling the posting calendar) for VSC's Tumblr in collaboration with the Marketing & Communications Manager and the rest of the Tumblr team.
 - Assisting with VSC's programming & development efforts, as appropriate (i.e. assisting with stewardship duties, facilitating resident slide nights or readings, etc.)
 - Assisting in VSC's 24/7 needs by serving as a resident liaison particularly during meal times and at evening program events.
 - Participating in the bi-weekly VSC changeover process, by which incoming and outgoing residents are delivered to the airport or train station, and, in the case of the incoming residents, oriented to VSC with tours and information packets.

Major skills:

- Experience producing on-brand, platform-specific content in a fast-paced, deadline-oriented environment
- Experience in both web & print design (photography & video skills a plus)
- Strong writing/copyediting/proofreading skills
- Fluency with a variety of technologies and tools including:
 - Adobe Creative Suite and related design software
 - Web administration (Squarespace or similar CMS)
 - Mass email applications (Campaign Monitor or similar)
 - Web survey tools (GetFeedback or similar)
 - Facebook, Twitter, Instagram, Tumblr, SoundCloud, YouTube, Vimeo, etc.
 - Database/CRM software (Salesforce or similar)
 - Standard office applications including MS Office, Google Apps, etc.
 - Ability to learn other digital systems/programs as needed

Eagerness to participate in VSC's diverse community and think creatively and hospitably on behalf of VSC and the artists and writers it supports is an essential part of the position.

All candidates must possess a valid driver's license and safe driving record.

Preferred start date in late August/early September 2017. Application review begins June 1st, 2017. Applications accepted online via SlideRoom (<https://vsc.slideroom.com/-/permalink/program/34062/hbDMDY4ztn>); applicants must include a cover letter outlining relevant experience, a professional resume/CV, and a sample of creative work.