External Engagement Coordinator

FLSA Classification
Non-Exempt, Hourly, Part-time

Pay Rate
$21 - $23 per hour

Reports to
Executive Director

Date
March 2022

JOB DESCRIPTION

Summary/objective

VSC’s External Engagement Coordinator works in tandem with the development and program teams to raise public awareness of VSC. The VSC External Engagement Coordinator is responsible for the planning, production, and deployment of the Vermont Studio Center’s marketing, advertising, fundraising, and outreach communications efforts across all audience channels (print/web/social/direct mail/and the like). This is a deadline-oriented position that requires familiarity with the tools and principles of marketing, communications, and community-building, including content production, copyediting/proofreading, template design for print and web (Adobe Illustrator and InDesign), website administration, and social-media management.

Essential functions

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- 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
- Create and publish relevant posts on all social media platforms. Monitor, respond to, and engage with constituent responses in a timely and professional manner
- Design mass media announcements, press releases etc. and assist with the coordination of the annual appeal, bulk mailings, and email blasts
- Contact the resident fellows each month and schedule in-studio photography and request fellowship thank-you letters
- Make regular website updates (Squarespace)
- Manage calendar postings for VSC events
- Coordinate with the contracted video editor
- Manage the promotion of 3 fellowship deadlines per year aimed at meeting enrollment goals.
- Work with the development and program team to promote application calls for virtual programming, studio rentals and other new initiatives.
• Evaluate VSC’s tools, vendors, venues, and strategies to ensure our technologies and outreach practices remain up to date
• Track and evaluate analytics and other audience-specific data to help guide marketing and communication strategies
• Assisting in ensuring organization-wide adherence to VSC’s brand guidelines across all materials, media, and channels
• Assist with foundation reports and grant proposal development and distribution

Competencies

• Solid working knowledge of Microsoft 365
• Proficiency with a variety of technologies and tools including Adobe Creative Suite, website administration (Squarespace), mass email applications, database/CRM software (Salesforce), Facebook, Twitter, Instagram, Tumblr, SoundCloud, YouTube, Vimeo
• Mastery of digital photography
• Exceptional writing, editing, and proofreading skills
• Professional demeanor and strong interpersonal skills
• Strong visual storytelling skills

Supervisory responsibilities (if any)

None

Work environment

• Work in an office environment within a creative community of artists and writers
• Work collaboratively within the program and development teams and across all departments

Physical demands

• Able to remain in a stationary position, and be able to do administrative work in an office environment
• Able to travel throughout campus in northern Vermont weather conditions
• Frequently verbal communication with residents, staff, and donors

Travel required

None

Required education and experience

• Bachelor’s degree or equivalent experience
• 2 years of professional experience
• Communications and marketing experience, preferably in a non-profit and/or arts organization
• Experience managing business social media, email marketing, and website
Preferred education and experience

- 3 - 5 years of successful marketing experience
- Salesforce experience
- Squarespace experience
- A background in contemporary art or literature
- Experience managing external contractors and vendors

Other duties

Like all staff, the External Engagement Coordinator must be available to answer questions, maintain a comfortable and appropriate working atmosphere, and foster high morale among VSC’s residents and staff.

All VSC staff are expected to pitch in and help support team members when needed. From sweeping the porch and weeding the garden, from greeting guests as they arrive to cleaning studios after they leave, VSC residencies are a team effort, and we all work together to have things go with flying colors. We support each other in our daily operations by asking for help when it’s needed, offering help without being asked, sharing responsibilities, acknowledging the good work of others, and helping to create a culture we are all proud to be a part of. This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the position. Duties, responsibilities, and activities may change at any time with or without notice.