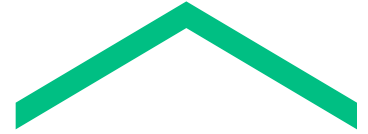


The Aldrich Contemporary Art Museum



TITLE: Marketing Coordinator
STATUS: Full Time (Monday through Friday); nights and weekends as needed
REPORTS TO: Director of Marketing and Communications
PAY: \$40,000-\$45,000

The Aldrich Contemporary Art Museum, located in Ridgefield, CT, is seeking a Marketing Coordinator (“Coordinator”). Founded by collector Larry Aldrich in 1964, today the Museum is a platform for artists at pivotal moments in their careers.

The Coordinator will support the Marketing and Communications Department to promote The Aldrich, its exhibitions and programs, and support fundraising efforts through the Museum’s digital channels and marketing campaigns.

The Coordinator will work closely with the Museum’s Exhibitions, Education, and Development departments, and will actively update, organize, and archive content on the Museum’s website to ensure timely and accurate information. This position supervises the Museum’s online presence and social media channels with the goals of storytelling, elevating The Aldrich’s profile, fostering community, implementing outreach strategies to build constituency engagement, and supporting fundraising goals. The Coordinator will also create, manage, and edit cross-departmental digital projects including photography, audio, and video. This position will also develop, format, and schedule all institutional e-newsletters, create and manage a digital archive of all exhibitions, programs, and events, and support the Design Director on special projects.

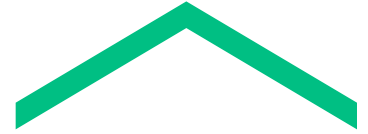
Responsibilities will include, but are not limited to:

Social Media:

- Manage social media channels and create content to disseminate information about Museum activities, building visibility for and interest in Museum news, exhibitions, and programs
- Maintain consistent and frequent postings across multiple social media platforms
- Develop and work on strategy to increase social media engagement and growth
- Create advertisements for social media
- Maintain a social media content calendar and meet regularly with colleagues to discuss upcoming needs/concerns regarding social media

Website:

- Format content for, regularly review, update, and maintain the Museum’s website
- Assure the timeliness, quality, and accuracy of website content
- Update, review, and maintain online retail and ticketing platforms



E-Newsletters:

- Develop online outreach materials, including bi-monthly e-newsletter, dedicated program emails, press emails, invitations, annual appeals, etc.

Photography/Audio/Video:

- Serve as in-house photographer and videographer, including post-production, retouching, correcting, and editing images and video for website, social media, brochures, catalogues, press, and external use
- Develop and create video and audio content for various Museum departments to share on website and social media
- Archive and track all exhibition, program, event, and institutional video/photography for use in materials and outreach; oversee exhibition and program photography and videography in collaboration with the Design Director

Marketing:

- Support digital marketing initiatives with copywriting and visual content creation
- Track, report, and analyze data for social media and email promotions
- Update and maintain the Museum's presence on international, national, and local online outlets
- Manage organic search ads

Graphic Design:

- Assist Design Director on template-based design projects as needed
- Create mobile optimized graphics for social media

Other special projects as assigned by the Director of Marketing and Communications or Design Director

The successful applicant:

- Has a positive attitude, collaborative spirit, and a strong work ethic
- Has excellent written and verbal communication skills
- Is proactive, solution-oriented, and demonstrates exemplary problem-solving skills
- Is organized, efficient, and diligent
- Commits to Diversity, Equity, Accessibility, and Inclusion in all aspects of content creation, copywriting, and marketing campaigns
- Possesses fluency in Photoshop (InDesign and Illustrator a plus), with a strong understanding of producing and optimizing media for the web
- Considers both aesthetics and how to clearly convey information to our audience in content creation
- Is a confident photographer/videographer with knowledge of editing software and best practices

The Aldrich Contemporary Art Museum



- Has experience with front and backend e-commerce
- Has experience with Mailchimp, Shopify, Google Analytics, Google Ads, Facebook Ads Manager, Lightroom, Craft CMS, and/or a willingness to learn
- Possesses a vested interest in contemporary art, with inherent curiosity and the ability to think creatively

Requirements and qualifications:

- Bachelor's degree, or equivalent combination of experience and education in a relevant field, with a strong interest in arts marketing, communications, and design
- 2 years work-related experience (preferably in arts marketing or communications)
- Experience and facility with media production software and hardware, as well as the ability to troubleshoot issues stemming from this technology
- Flexibility to work weekends and evenings as needed

Compensation and Benefits:

- Salary range: \$40,000 - \$45,000
- Comprehensive benefits offering including health, dental, vision, life and LTD insurance
- Ability to participate in 401K with employer matching after six months of employment
- Generous PTO

Please send a cover letter and resume in one PDF to: edevoe@thealdrich.org, with the subject line "Marketing Coordinator." Qualified candidates will be contacted. No phone calls, please.

The Aldrich Contemporary Art Museum Non-Discrimination Policy

The Aldrich Contemporary Art Museum is committed to:

- The goal of achieving equal opportunity for all.
- Providing an inclusive and welcoming environment for all members of the community.
- Providing an inclusive and nondiscriminatory work environment in which all employees feel valued and empowered to succeed.
- Providing a workplace free from harassment of all kinds.
- Compliance with all federal and state legislation and regulations regarding non-discrimination.

Consistent with these principles, The Aldrich does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, expression and characteristics, age, religion, national or ethnic origin, visible or invisible disability, veteran status, or any other protected status.