

Director of Marketing – Community School of the Arts/Institute for the Creative Arts

Community School of the Arts in partnership with the Institute for the Creative Arts is seeking an outstanding marketing director to serve both organizations. CSA is a feeder program into ICA, the new Performing & Visual Arts High School in Fort Smith.

The Institute is set to open in the fall of 2024 in the new **Center for the Creative Arts**, a 40,000 sq. ft. state-of-the-art facility located on a stunning 10-acre campus on Fort Smith's beautiful Riverfront Drive. Students in grades 9-12 will participate daily in a specific arts program. The CSA programs are offered after-school to children and teens in the same facility.

Priority will be given to candidates who have an interest in working in an arts school where creativity is at the heart of all we do.

Candidates must have the ability to work collaboratively and thrive in a diverse setting of instructors and artist-teachers to provide marketing for student projects and performances when needed.

QUALIFICATIONS:

- Bachelor's degree in marketing, public relations, and/or journalism preferred
- Three years' experience in marketing, public relations, and/or journalism
- Ability to interact coherently with the media and community
- Ability to multitask on various projects
- Strong written, verbal, and digital communication skills

RESPONSIBILITIES

- Assist in executing the communications plan for ICA and CSA, internally and externally.
- Coordinate and produce messaging for web, print, and other marketing material.
- Execute assignments as public relations and/or media relations liaison.
- Establish relationships with local media and prominent members of the community.
- Monitor media coverage for monthly reporting.
- Create content for the website and other school communication platforms.
- Provide relevant content on the CSA and ICA websites.
- Maintain content on the school's website throughout the year.
- Post consistently on social media platforms.
- Create relevant multimedia content for the school.
- Ability to shoot video.
- Ability to edit video.
- Take photos and post as needed.
- Ensure that communications are accurate, clear, and complete.
- Edit, proofread, and fact-check all communication, internally and externally.

- Ensure all materials are correct in terms of spelling, grammar, punctuation, and editorial style; and that they maintain a consistent tone and voice.
- Maintain well-rounded business, communication, and administrative skills.
- Ability to cooperate with an internal team with a positive attitude.
- Communicate clearly and effectively with the media, especially in times of crisis.
- Self-confidence to be a voice when decisions must be made.
- Familiarize oneself with Board of Education policies and school guidelines.
- Assist in marketing efforts for recruitment.
- Perform other duties as designed.
- Create and coordinate all social media including Facebook, Instagram, Twitter and Youtube postings
- Market all programs and performances with print materials and social media
- Maintain web site including edits, new creations
- Assist in online tickets, and online registration
- Market new classes and instructors
- Create marketing materials for shows, concerts, and events
- Assist in coordinating community events and service projects with students, faculty and various organizations including civic clubs, businesses, and other entities.

Salary

Full-time contract. Salary commensurate with qualifications.

Benefits

Benefits package

Start Date: July 2024

Send vita, unofficial transcripts, and contact info for three references to:

info@csafortsmith.org

or: Dr. Rosilee Russell, Executive Director

Rosilee.russell@csafortsmith.org 479-434-2020

Review of applications will begin in April