

POSITION DESCRIPTION

DRAFT

Job Title: Marketing Coordinator ###	Date:
Department: Development	FLSA Status:
Grade/Salary Range:	Emp Grp:
Supervisor: President	Approved By:

Reporting Relationships:

The Marketing Coordinator reports directly to the President & Cultural Center Manager.??

General Responsibilities:

The Marketing Coordinator oversees the organization and implementation of major marketing initiatives as well as day to day CCHS marketing and PR needs. This position is also responsible for maintaining website content, web presence and developing ideas for new marketing techniques to stay current in today's market.

Specific Duties and Responsibilities:

- Work with the President to ensure the CCHS brand is clear in all advertisements and promotions.
- Develop a marketing plan including timetables and budgets.
- Coordinate with the Development Director to market to prospective and existing donors.
- Effectively promote special events and programs for each individual department at CCHS.
- Working knowledge of design and editing programs such as Indesign and Photoshop.
- Extensive knowledge of Microsoft Office.
- Maintain and manage multiple media contact lists.
- Coordinate a yearly mailing schedule of all printed collateral.
- Layout and edit our quarterly print newsletter to members.
- Design & distribute a monthly e-newsletter.
- Coordinate and assist the Antiques Show marketing committee.
- Impeccable organizational and follow-up skills are needed.
- Participate as a professional CCHS representative at local & regional marketing organizations and opportunities.
- Other duties as assigned.

Qualifications:

Work Schedule:

This is a full time position.

Special Requirements:

This job description is intended as a summary of the primary responsibilities of and qualifications for this position. The job description is not intended as inclusive of all duties an individual in this position might be asked to perform or of all qualifications that may be required either now or in the future.