



Annmarie Sculpture Garden & Arts Center
Koenig Private Foundation, Inc. & Ann's Circle Inc.
13470 Dowell Road, Solomons, MD 20688
jobs@annmariegarden.org

Title: **Marketing & Graphic Design Coordinator** *full-time salaried position*
deadline to apply: October 24, 2022

Salary: \$45,000-62,000; salary negotiable; commensurate with experience;
full-time; retirement plan, health insurance, vacation & sick leave
Flexible work schedule; hybrid option available; family-friendly work environment

To apply: Submit cover letter, detailed resume, and three professional references to jobs@annmariegarden.org.
Submit writing and graphic design samples, or provide link to materials
ALL application materials MUST be emailed as PDF files; other file types will not be opened.

Is this the job for you?

Are you looking for a job in the arts sector where you can feel passionate about your work? This might be it! We are looking for a bright and multi-talented marketing professional who can do it all! Are you ready to put your graphic design skills and marketing and communications know-how to work? Can you handle our social media, graphics, ads, press releases, website and more? Do you relish a creative challenge where you are at the center of the action? If you like to keep busy, multi-task, and can get things done, then this might be the job for you! If you crave a job that has a positive impact on the community and will keep your mind and body active, then this might be it! If you have great graphic skills and love the challenge of developing and implementing a multi-faceted marketing plan, then this might be the job for you!

Job Summary: we seek a creative, energetic, and passionate professional to oversee marketing and create graphic materials for Annmarie Sculpture Garden & Arts Center, including marketing, communications, publicity, social media, graphic design, and website maintenance. The overall purpose of this position is to development marketing and graphic materials and strategies for Annmarie Garden, and to raise awareness of all Annmarie's programs and activities, including, but not limited to - daily attendance, special events and festivals, group tours, classes, gift shop, membership, campaigns, and rental program. The position reports directly to the *Executive Director* and works closely with the *Curator of Education* and the *Development Director*, along with other members of the Annmarie team.

CORE DUTIES INCLUDE:

Draft annual marketing plan for organization; work with the various garden departments to develop and execute marketing plan.

Organize and write all press releases; maintain current and comprehensive media contact list; develop positive relationships with writers and media reps with the goal of increasing Annmarie presence in newspapers, radio, online, etc.; identify national outlets for art exhibits and other activities, and send Annmarie information to these outlets;

Design, schedule, and submit all print and online advertisement and marketing materials, including newspaper, Google, Facebook, Instagram, and other ads;

Maintain and update Annmarie website, website event updates; create graphics and text for website;

Create and maintain all Annmarie social media accounts, including Facebook, Instagram, and Twitter; create events on Facebook; posts to Twitter, Instagram, etc. Monitor and respond to comments and questions; boost social media posts and use conversion marketing, SEO marketing and email marketing opportunities to promote museum events and mission. Monitor travel apps and sites; update Annmarie info; respond to comments.

Design promotional materials, including but not limited to: event & program flyers and posters, rack cards, postcards, bookmarks, etc.; design logos, as needed, for events and programs; coordinate the distribution of all flyers, posters, bookmarks, road signs, etc.; works with *Guest Services Manager* to manage all bulk mailings;

Uphold and promote the brand image of the organization and ensure consistency in use of logo and other marketing images and graphics; work with all departments to ensure consistency and professionalism in all marketing endeavors; monitor use of

images and photos to promote a welcoming sense to all guests that honors the diversity and accessibility of our programs, events, and activities.

Maintain all community calendars, and ensure information is posted in a timely manner, including all postings for events, programs, classes, exhibits, etc.; Manage the placement and scheduling of all road signs; design and order new road signs, schedule road signs, and work with *Grounds Manager* to schedule road sign runs.

Assist with the design and installation of décor for events and festival; assist with event production, set-up, and clean-up.

Additional responsibilities:

Attend weekly staff and program meetings

Assist and work all major events

Attend select meetings of Solomons Business Association, Patuxent Partnership, Chamber of Commerce

Greet visitors, answers phones, helps to monitor site, and respond to phone/email inquiries

Other duties as assigned

Knowledge of:

Principles, concepts, and methodology of marketing and graphic design

Press release and/or promotional writing

Software knowledge – In-Design, Photoshop, DreamWeaver, or similar

Facebook/Instagram/Twitter and other social media platforms

Ability to –

Communicate with media and understand ad placement, sizing, and frequency

Collect and analyze marketing data

Work independently as well as with others

Work on multiple projects

Use related software – DoubleKnot, Woofu, Constant Contact, Survey Monkey, etc.

Critical Operations Position – cross train in all aspects of operations and management

Minimum qualifications:

Bachelor's Degree in Marketing, Public Relations, Graphic Design or similar field of study.

3-5 years of experience in marketing, public relations, design, or similar field.

Two years of experience with digital and SEO, content or response marketing

Licenses of Certificates: Valid driver's license.

Special requirements: Operation of Garden owned vehicles; subject to background investigation.

The work place: Annmarie Sculpture Garden & Arts Center is a 50 acre campus. The majority of our programs and events are held outside, which means all staff spend part of their time outside performing a variety of event-related duties. Staff must be capable of traversing the patios, lawns, fields, and woods of Annmarie. The *Marketing & Graphic Design Coordinator* will spend about 10-15% of their time outside.

Physical Demands: work includes routine office tasks, as well as tasks associated with hosting a special event, including working outside setting up a small tent, booth or display, tables and chairs, and climbing a ladder to hang décor and holiday decorations; must be able to stand for long hours, work in all weather conditions, etc.

Working at Annmarie: operating a 50 acre park and presenting a wide variety of programs and events requires staff members who can: stand for long periods of time, walk uneven terrain, work outside in all weather, and spend hours preparing for events and programs, as well as working them. Simply put, it is a very physical place to work. Staff must be able to set up tables and chairs, erect pop-up tents, climb ladders to hand decor and lights, and work the demanding hours of a special programs or event. It is hard, but rewarding!

Unusual demands:

Required to work major outdoor and indoor festival & events; includes some weekend and evening events.