Manager, Marketing & Creative

Job Description

Mission Statement: The mission of the Cedarburg Cultural Center is to provide a gathering place to celebrate community, arts, and local heritage. This mission expresses itself in the presentation of the performing arts; art and historical exhibits; class offerings in a variety of subject areas for students of all ages; the encouragement and promotion of the local arts community; and the preservation and sharing of historical sites and collections.

Position Summary: The Manager, Marketing & Creative plays a leading role in the establishment of the CCC's brand building strategies across all channels. In order to promote the mission of the organization, this position ensures that marketing collateral and other communications reflect the brand of the CCC accurately and consistently.

Working Relationships: The Manager, Marketing & Creative reports to the Executive Director. This position works closely with each of the programming managers to effectively promote the CCC and produce marketing collateral.

Responsibilities: The following are included in the responsibilities of the Manager, Marketing & Creative. Additional responsibilities may be assigned to meet the Center's needs:

- Creates all marketing collateral for all CCC programming including programs, posters, e-blasts, signage, brochures, windows, and more
- Keeps video displays current and in good operating order
- Produces, maintains and updates all content for CCC website. May also include the creation of a new CCC website.
- Produces content for all social media
- Maintains CCC brand standards and style guide
- Maintains master marketing calendar and budgets
- Provides technical support for the center/staff, plus rentals and events including audio & visual needs.
- Creates and maintains a database of all historic photo artifacts owned by the CCC.

Knowledge, Skills & Abilities:

- Proficiency in professional written communication including business letters, email and other written collateral.
- Proficiency in graphics software including Adobe InDesign, Illustrator, Photoshop, Express
- Working knowledge of Microsoft products, including Word, Excel, Powerpoint, Outlook
- Ability to communicate effectively, tactfully and courteously with staff
- Up to date with current trends in digital technology and recommend creative and functional solutions.

Physical Requirements:

- Must be able to perform sedentary work as well as exerting up to 15 pounds of force to lift, carry, push, pull or otherwise move objects.
- Must possess the visual acuity to compile and compute data and statistics, operate a computer terminal, proofread materials and do extensive reading

Minimum Education and Experience:

- At least five years of related experience
- Bachelor's degree