

Position Announcement: BARN Marketing Communications Coordinator

BARN (Bainbridge Artisan Resource Network), a growing center for artists and makers, is looking for a Marketing Communications Coordinator to write copy for and manage online and offline communications and increase awareness of BARN and its offerings.

Responsibilities include marketing copywriting, creating promotional and fundraising content, producing email campaigns, overseeing public relations activities, and managing the production of printed marketing materials. You should have demonstrated experience writing engaging and effective marketing copy, have a strong grasp of current marketing tools and strategies, and be able to lead integrated marketing campaigns from concept to execution. You will work with the Digital Marketing Coordinator, the Development Manager, and the Membership & Volunteer Coordinator to plan impactful outreach campaigns.

This is a full-time position that may include weekends and evenings.

Reports to: Marketing Director

Primary Responsibilities:

- Promote BARN classes, events, and fundraising activities
- Coordinate the design of promotional materials and distribute in online and offline channels
- Write marketing copy for a wide range of print and digital communications
- Craft and send regular newsletters to a variety of audiences
- Create and distribute press releases, respond to media inquiries, set up interviews
- Work with Development Manager to plan and execute fundraising campaigns and create fundraising marketing materials as needed
- Work with Volunteer and Membership Manager to support external and internal events and drive membership recruitment and retention and volunteer participation
- Plan, execute, and measure experiments and conversion tests
- Track ROI for marketing campaigns

Hours: 20 hours per week to start, planned expansion to a full-time position in 2024

Pay rate: \$25-30/hour to start, depending on experience

Reports to: Marketing Director

Qualifications:

- Ability to write powerful and engaging copy that drives engagement
- Passion for arts and education
- Proven work experience in Marketing Communications
- Experience with nonprofit marketing and fundraising campaigns a plus
- BS/MS degree in communications, marketing, public relations, or a related field

- Hands-on experience with web content management tools, like WordPress
- Proficiency in Google Workplace
- Experience in print management: creating job specs, obtaining bids, working with printers to set and meet deadlines
- Knowledge of SEO and Google Analytics
- Exceptional verbal and written communication skills
- Demonstrable experience creating and managing email, print, and digital advertising campaigns
- Demonstrable photography and photo editing skills
- Highly creative with experience in identifying target audiences and creating marketing content that engages, informs and motivates
- Working knowledge of HTML, CSS, and JavaScript development and constraints

APPLICATION REQUIREMENTS:

Submit a letter of interest that addresses your experience in digital marketing and your reason for specific interest in BARN. Also include a resume and contact information for three current references to:

Marketing Director, BARN
cgoodwin@bainbridgebarn.org

BARN is an Equal Opportunity Employer and welcomes applications from qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, pregnancy, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws. We encourage diverse applicants because we believe having a staff that authentically reflects the community, we seek to serve is essential to our ability to be culturally responsive.