



Position Title	Marketing and Communications Coordinator
Location	Minneapolis, MN
Type	Part-time, non-exempt, 20 hrs/week
Category	Marketing and Communications
Benefits	Prorated paid holidays, vacation, sick time; workshop and shop discounts
Salary	\$18/hour
Website	http://www.mnbookarts.org/employment/
Deadline	Sunday, July 7, 2019, 11:59pm CST

ORGANIZATION SUMMARY

Founded in 1983, Minnesota Center for Book Arts (MCBA) is a nonprofit visual arts center that offers educational and artistic programming in the book arts, which encompass papermaking, bookbinding, letterpress printing, and related arts. With over 12,000 square feet of artist studios, classrooms, library, and gallery space, MCBA is one of the largest and most comprehensive book arts center in the world.

MCBA's mission is to lead the advancement of the book as an evolving art form. MCBA envisions a world where book art is created, cultivated, celebrated, and understood as a vital and lasting expression of culture. MCBA is located in the Open Book building in downtown Minneapolis.

POSITION SUMMARY

The Marketing and Communications Coordinator is responsible for developing and executing strategies to enhance MCBA's visibility and reputation, increase audience engagement, and expand support for MCBA's mission and programs. This position will support MCBA's marketing and communications needs, which includes design of marketing collateral, social media, website, email and direct mail communication, and press releases.

JOB RESPONSIBILITIES

- Help create, implement and manage the day-to-day execution of an organizational communication plan that includes innovative print and electronic materials and creative and clear messaging.
- Ensure MCBA's branding guidelines are represented accurately and consistently, helping staff understand our branding and language.
- Design, write, produce, and distribute print communications, including newsletters, exhibition announcements, special event invitations, and others.
- Manage strategy, content creation, and design of digital communications, including website, bi-weekly e-newsletter, and presence on social media channels.
- Create and maintain an editorial calendar for effective promotion of MCBA's programs, events, and opportunities.
- Create timelines and production schedules for communications and design needs.
- Measure, analyze and report on communication benchmarks, statistics and outcomes.
- Other duties as required or directed, including, but not limited to: special events support, staff meeting attendance; participation in professional education and development opportunities as arranged by supervisor; preparation of reports and program summaries as requested.

DESIRED QUALIFICATIONS

- Bachelors' degree in a related field of study.
- 2 to 3 years of work experience in professional communications, public relations, marketing or a related field.
- Excellent visual design and typographic skills.
- Demonstrated experience and proficiency in software applications: Microsoft Office, Acrobat, Adobe Creative Suite, WordPress and Squarespace, and HTML coding ability.
- Demonstrated expertise in communication and social media best practices; including Facebook, Twitter, and Instagram.
- Knowledge of photography and the ability to use camera.
- Excellent written and verbal communication skills; exceptional copy editing skills.
- Strong project management experience and ability to work collaboratively to meet deadlines.
- Interest in MCBA's mission and connection to the book arts or greater visual arts field.
- Commitment to a work and community environment that fosters inclusion and respect.

BENEFITS

- This is a part-time, non-exempt position working approximately 20 hours per week
- Pro-rated holiday, vacation, and sick time
- 20% discount on shop purchases, excluding consignment items
- Free studio rental and discounted tuition on MCBA workshops

HOW TO APPLY

Please respond via email with resume, 1-pg cover letter, and a PDF containing 4-6 examples of graphic design work to jobs@mnbookarts.org with **"Marketing and Communications Coordinator"** in the subject line by Sunday, July 7, 11:59pm CST. Please do not submit your materials by mail or in person. No calls please. The ideal candidate will be able to start in August 2019.

It is the policy of Minnesota Center for Book Arts to provide equal opportunity to all employees and applicants in accordance with all applicable laws, directives and regulations of federal, state and local governing bodies and agencies. MCBA is committed to an inclusive workplace as well as increasing diversity in our workforce. Applicants with diverse backgrounds, experiences, ability, and perspectives are encouraged to apply.