



## Outreach and Innovation Coordinator

**Please send cover letter and resume to: [Brandie@puebloarts.org](mailto:Brandie@puebloarts.org)**

This position is responsible for the on-going office and membership services related activities, as well as Social media, design, and web.

### **Office Duties**

- Sends Invoices
- Makes Deposits
- Account coding of bills and invoices
- Answers Telephone, checks Voice Mail, returns calls
- Takes Meeting Minutes/ Distribute
- Creates organizational procedures for tasks in office
- Coordinates Volunteers for on-going and special projects
- Insures that office is organized and equipment is working
- Drafting, and distribution of press releases.

### **Mailing**

- Keeps Mailing Lists Current
- Enters Donor/Member Data in Fundraising Data Base Software
- Creates individual and bulk mailing campaigns
- Orders mailing supplies ie: envelopes, stamps, ect
- Creates targeted yearly bulk mail schedule
- Creates design, printing, and labels

### **Membership Support**

- Tracks and maintains all Arts, Business and Community memberships
- Updates New and Renewing Membership
- Sends Thank You Letters
- Collects and Maintains new lists for membership mailings
- Responsible for membership drives if needed

### **Communications**

- Includes sponsor recognition for Arts Alliance & Corridor events
- Updates Community Calendars
- Designs and Sends out two monthly email newsletters

### **Web Administration**

- Coordinates maintenance and updates of PuebloArts.org with web service provider,
- Maintains Event calendar on Web Site,
- Insures Web Site is accurate and that it fulfills Arts Alliance mission,
- Monitors and reports quarterly Web statistics
- Creates shared instructions to volunteers and interns for event postings
- Creates and posts web banner ads for sponsors and member organizations

## **Marketing & Public Relations**

- Creates marketing budgets for organization and individual events by evaluating all types of media: radio, tv, print, on-line, and other.
- Ongoing marketing strategies for the Pueblo Arts Alliance, The Creative Corridor, and any related programming.
- Creates marketing plans for organization and individual events, with detailed schedules for implementation.
- Provides Business Expo/Vendor booth display with updated materials
- Provides graphic design support for all projects
- Develops partnerships with community individuals and organizations to further Pueblo Arts Alliance mission
- Recommends marketing programs as opportunities develop
- Provides evaluation of marketing programs
- Creates and sends scheduled event updates
- Communicate with members concerning season performance calendars to insure correct information
- Insure increase in reach by collecting mailing list information at all identified events.
- Schedule and manage volunteers to complete tasks according to schedule.
- Schedules, manages, organizes all aspects of the First Friday Art Walk Guide, including ad sales, billing, and design.
- Arranges for distribution of all marketing materials.

### **Minimum Requirements:**

Demonstrated experience in areas of responsibility. Must have experience with Adobe Photoshop and Illustrator; Joomla or similar CMS system; Microsoft Office products; on-line newsletter, survey, and payment software. Must demonstrate a high proficiency in written and spoken communication. Must submit a writing sample with application.