

Integrated Membership/Media Specialist

JOB DESCRIPTION & COMPETENCIES



Position Overview:

The Integrated Membership/Media Specialist is responsible for all aspects of the membership, marketing and social media functions for the Arts Council of Greater Kalamazoo. The Integrated Membership/Media Specialist reports to the Executive Director.

This is a full time, salaried, FLSA exempt position. This position requires at least 40 hours of work per week with the ability to work more if necessary.

Major Tasks Performed (Essential Job Functions)

Management

- Manage, develop and oversee the positions of Website / Social Media Specialist, Arts Media Project Editor, and the writers and photographers
- Collaborate with Executive Director in developing overall Membership and Marketing strategies for ACGK and KCC

Membership

- Focus on member engagement
- Identify ways members can become more involved with ACGK, based on individual interests
- Develop and oversee membership recruitment and retention plans
- Prepare and submit monthly membership reports
- Manage and strengthen relationships with members, clients, partners and coworkers
- Serve on Membership Committee
- Support membership personnel by maintaining selected member service function on ACGK's website

Marketing

- Serve as main media contact for ACGK and KCC
- Handle all public relations for ACGK and KCC
- Oversee all marketing content, design and distribution for ACGK and KCC marketing materials

Community and Public Relations

- Attend community events as a representative for ACGK and KCC
- Volunteer on behalf of ACGK and KCC at community events, boards, and committees
- Seek opportunities for ACGK and KCC to be involved in community collaborations

Integrated Membership/Media Specialist

JOB DESCRIPTION & COMPETENCIES

Social Media

- Oversee all aspects of ACGK's website
- Responsible for all publications, web and social media marketing
- Responsible for updates and content development for ACGK's website
- Work with ACGK staff to update website content regularly
- Identify resources ACGK should make available on the website

Required Competencies:

Customer Focus

- Is dedicated to meeting the expectations and requirements of internal and external customers
- Gets first-hand customer information and uses it for improvements in products and services
- Puts customers first
- Establishes and maintains effective relationships with customers and gains their trust and respect.

Managing Diversity

- Manages all people equitably and effectively
- Hires varied and diverse employees
- Supports equal and fair treatment and opportunity for all

Managing and Measuring Work

- Clearly assigns responsibility for tasks and decisions
- Sets clear objectives and measures
- Monitors process, progress, and results
- Designs feedback loops into work

Motivating Others

- Creates a climate in which people want to do their best
- Can motivate many kinds of direct reports and team or project members
- Can adapt to an individual's communication style and use it to get the best out of him/her
- Delegates tasks and decisions as appropriate
- Empowers others
- Invites input from others and shares ownership and visibility
- Makes each individual feel his/her work is important

Timely Decision Making

- Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure.

Integrated Membership/Media Specialist

JOB DESCRIPTION & COMPETENCIES



Education / Experience/Knowledge:

Education Required:

- BA, BS or similar in an area related to Marketing or equivalent

Desired:

- MA or MBA in an area related to Marketing or equivalent

Experience Required:

- 5-7 years experience in an area related to Marketing or equivalent

Desired:

- 7-10 years experience in an area related to Marketing or equivalent

Knowledge Required:

- Microsoft Office Suite
- Wordpress, Joomla, or similar products
- Bloomerang

Desired:

- QuickBooks Pro, Adobe products, Tessitura

Physical Demands - Office

While performing the duties of this job, the employee is regularly required to use the computer, telephone and other office equipment. The employee frequently is asked to walk, sit, and talk or listen. The employee is occasionally asked to stand; climb or balance; stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

Work Environment - Office

The employee works in an office environment with, for the most part, ambient room temperatures, lighting and traditional office equipment are as found in a typical office environment.

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. He or she will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor at any time, with or without notice.