

BALTIMORE CLAYWORKS seeks a Contractual Marketing and Communications Associate

About the organization: Baltimore Clayworks is a community-centered ceramics institution in the Mt. Washington neighborhood of Baltimore, Maryland. We are known for our attentiveness to our city, and for our national and international reputation for artistic excellence, artists' support, and community involvement. The mission of Baltimore Clayworks is to develop, sustain, and promote an artist-centered community that provides outstanding educational, artistic, and collaborative programs in the ceramic arts. Its core values are artist-centeredness, excellence, inclusivity, integrity, and joy. Baltimore Clayworks is committed to promoting diversity, equity, accessibility, and inclusion in all aspects of the organization. We seek to attract a diverse applicant pool for this position.

Overview

The Contractual Marketing and Communications Associate develops and oversees the execution of an integrated marketing and communications plan that provides consistent and effective messaging aimed at enhancing awareness of Baltimore Clayworks, including Education, Exhibits, Community arts, Artist Residencies, and Gallery Shop.

Responsibilities

- Manage and execute the presentation and promotion of the Baltimore Clayworks mission, vision, message, and reputation via a differentiated, consistent, and engaging institutional voice
- Identify target audiences; determine measurable marketing goals and objectives; oversee the design of promotional campaigns utilizing effective media mixes; conduct evaluation of campaign effectiveness.
- Develop and manage the Marketing and Communications budget
- Collaborate with Development Associate to produce fundraising materials and campaigns
- Work with program staff to promote virtual and in-person classes, workshops, summer camps, exhibitions, community arts initiatives, and shop events
- Establish and maintain marketing metrics, assess outcomes, and adjust strategy as needed. Stay abreast of, and provide leadership in implementing new marketing and communications practices, technologies, and advancements.
- Expand and maintain press list, write press releases, and develop media pitches. Build relationships with various press and media outlets and public officials.
- Draft copy for marketing materials and scripts for promotional videos
- Write compelling copy for weekly e-blasts to promote upcoming programs and events, and to highlight members of the Baltimore Clayworks community
- Serve as traffic manager for part-time graphic designer in the production of collateral materials
- Create and maintain website content and manage content strategy and schedule for social media messaging (Instagram, Facebook, Twitter, YouTube), including e-marketing partnerships.
- Revise confirmation and reminder messaging for class and event registrations
- Prepare Reports for Executive Director as needed
- Attend staff meetings and Baltimore Clayworks events

Qualifications

Proficiency with Microsoft Office Suite; Excellent written and verbal skills; Knowledge of Word Press, Google & Facebook Ads, Mail Chimp; Knowledge of anti-racism principles and practices; Commitment to ensure access to all BCW materials for people with disabilities; Ability to interact effectively with people of different cultures and socio-economic backgrounds.

This is a part-time, contractual position, 18-20 hours per week (flexible).

To apply: Send resume and writing sample to HR@baltimoreclayworks.org