Marketing Associate (Part-Time)

Hi-ARTS, a leading nonprofit organization within the urban arts movement, seeks a dynamic Marketing Associate to join its growing team. The Marketing Associate is responsible for all marketing and communications tasks that enhance Hi-ARTS' brand identity including: social media presence, e-blasts, website design and maintenance, creating promotional materials, and serving as a liaison to media outlets.

REPORTS TO
Executive Director

KEY RESPONSIBILITIES
● Strengthen organization’s brand and profile.
● Create print and online marketing and promotional materials.
● Maintain, manage, and analyze Hi-ARTS’ presence on social media platforms such as Twitter, Instagram, and Facebook.
● Create and execute targeted online marketing campaigns.
● Maintain communications calendar.
● Identify new content development opportunities for the organization’s work.
● Serve as point of contact for media requests.

QUALIFICATIONS
● Must embrace the mission of Hi-ARTS.
● Three to five years of experience in marketing/communications.
● Knowledge of effective marketing strategies as well as design and printing/publishing.
● Demonstrated knowledge of squarespace website design and maintenance.
● Familiarity with publishing programs, such as Adobe Creative Suite (Photoshop, InDesign and Illustrator, etc).
● Proficiency in Microsoft Office Suite including Word, PowerPoint, and Outlook.
● Clear communicator with excellent writing, editing, and proofreading skills.
• Detail-oriented with time management and problem-solving skills.
• Competency in video production, photography, and new media.
• Bachelor of Arts or Bachelor of Science in Marketing, Communications or a related field are preferred, but solid experience and a proactive work ethic are very important.

SALARY AND SCHEDULE
This is a part-time (25 hours per week) salaried position. Salary depends on experience.

HOW TO APPLY
Email info@hi-artsnyc.org with subject line: Marketing Associate. Include a brief cover letter in the body of the email and attach resume that includes links to relevant work samples. Only those candidates selected for an interview will be contacted.

Hi-ARTS is an Equal Opportunity Employer. All candidates for employment are considered without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, physical or mental disability, veteran status, or any other basis protected by applicable federal, state or local law.