Marketing Specialist

• Reports to: Deputy Director
• Classification: Salaried, exempt, full time
• Wage: Commensurate with experience

Overview

Houston Center for Contemporary Craft (HCCC) presents the dynamic world of contemporary craft to the Houston community and beyond. Located in Houston’s Museum and Midtown arts districts, HCCC was founded in 2001 to advance education on the process, product, and history of craft. Featuring art objects made of clay, fiber, glass, metal, wood, and mixed media, HCCC is the only museum in the region to focus on fine contemporary craft.

The marketing specialist is responsible for promoting Houston Center for Contemporary Craft as a unique visual arts destination in the Houston area. The position helps develop and produce effective marketing and advertising strategies in support of HCCC programming to drive visitor traffic, membership enrollment, fundraising, and other initiatives. Primary responsibilities include producing digital, social media, and print communications; coordinating advertising; and managing the organization's website and online registration systems.

The marketing specialist reports to the deputy director, who oversees marketing and communications. This position works closely with the department heads of the organization, as well as the graphic designer, to coordinate the production of design projects and maintain brand consistency throughout HCCC communications.

Primary Responsibilities

• Develops effective marketing and advertising strategies in support of HCCC programming to drive visitor traffic, fundraising, membership enrollment, and other initiatives
• Creates and produces content for social media platforms
• Produces electronic newsletters and press releases via MailChimp and maintains/grows segmented lists of subscribers and media contacts
• Manages crafthouston.org website (using WordPress), including domain registration and web hosting, as well as online registration systems
• Coordinates advertising for print, digital, and radio placements
• Fosters collaboration and cross-promotion with external organizations and partners
• Monitors and analyzes marketing data for monthly and quarterly reports
• Oversees printing and mailing projects
• Assists with graphic design
• Assists with publicity and media relations
• Must work occasional evening and weekend events
• Must be able to lift 30 lbs

Houston Center for Contemporary Craft is an equal opportunity employer. HCCC does not discriminate on the basis of race, sex, color, religion, national origin, age, military and/or veteran status, disability or any other characteristic protected by applicable federal, state, and/or local laws. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.
Qualifications

Education and Prior Experience:
- Bachelor’s degree - marketing/communications or related area preferred
- Minimum two years of experience in marketing, communications, and social media
- Bilingual Spanish skills a plus

Technical Skills:
- Advanced knowledge of HTML, WordPress, and Mail Chimp
- Ability to manage multiple online registration systems
- Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Other Skills:
- Exceptional planning, organizational, and project management skills
- Highly detailed and deadline-oriented professional
- Excellent oral and written communication skills
- Approaches work with a sense of urgency and a proactive mindset
- Ability to work collaboratively with a variety of professionals, both inside and outside of the museum

Application
Go to http://crafthouston.formstack.com/forms/marketingmanager to complete the online employment application and upload a cover letter, resume, and references. Position is open until filled.