



Marketing and Communications Coordinator

Reports To: Executive Director

Status: Part Time: 20 hours per week

Location: in person; Mocksville, NC

Salary Range: \$20.00 per hour

Position Overview:

The Marketing and Communications Coordinator is responsible for promoting the arts council's programs, events, and mission to the public through strategic marketing, branding, and communications initiatives. This role develops and manages all website, digital social media, and print communications; cultivates public engagement; helps build the organization's visibility and audience base through public appearances; and is responsible for group ticketing sales for all shows and events.

Key Applicant Attitudes: Growth Oriented Mindset; Optimism, Resilience, Positivity, Flexibility, Emotional Intelligence

Key Responsibilities:

Marketing & Promotion

- Create and execute marketing plans for programs, performances, gallery exhibits, special events, and more.
- Design, produce, or coordinate production of promotional materials including posters, flyers, programs, signage, and ads, etc.
- Develop and manage an annual marketing budget and calendar.
- Write and distribute press releases about the organizational news, events, and programs.
- Coordinate distribution of materials.

Digital & Social Media

- Build, maintain, and update the arts council's website and event listings.
- Develop, create, and manage all social media platforms (Facebook, Instagram, etc.), including content creation, posting, and audience engagement; and the tracking and reporting of the appropriate metrics.

- Create and send regular e-newsletters and email campaigns using platforms like the Art's Council's Customer Relationship Management (CRM) software, Canva, Mailchimp, and/or Constant Contact, etc.

Media & Public Relations

- Draft press releases, media advisories, and feature stories in collaboration with Executive Director.
- Build and maintain relationships with local media outlets.
- Coordinate media coverage and track press clippings.

Brand Management & Messaging

- Ensure consistent visual identity and tone across all platforms.
- Work with leadership to refine key messaging and storytelling strategies.
- Implement brand guidelines across all platforms.

Audience Engagement

- Track and analyze marketing metrics to inform strategy (ticket sales, social engagement, email open rates, etc.).
- Support audience surveys, community feedback, and marketing-related grant reporting.

Administrative Support

- Maintain image and video archives on Arts Council's shared drive.
- Assist with ticketing system and customer communications as needed.
- Support development team with donor communications and event marketing.

Qualifications:

- Bachelor's degree in Marketing, Communications, Arts Administration, or related field preferred, (or equivalent experience).
- 2+ years of experience in marketing, ideally in arts, nonprofit, or event promotion.
- Self-starter with ability to set and meet deadlines
- Excellent written and oral communication, writing, proof writing skills
- Strong organizational, problem-solving, and time management skills
- Exceptional attention to detail
- Strong Interpersonal and customer service skills
- Experienced user of database/Customer Relationship Management systems
- Expert user of Microsoft Office, Canva, Adobe Creative Suite, or other design tools.
- Experience with website platforms (e.g., WordPress; Squarespace; drag & drop systems) and email marketing platforms.
- Adept knowledge and use of social media strategies and analytics.
- Ability to manage multiple projects, deadlines, and priorities.

- Passion for the arts and community engagement.

Preferred Qualifications (optional):

- Photography or videography skills.
- Familiarity with ticketing platforms (e.g., Eventbrite, AudienceView, Arts People).
- Basic knowledge of SEO and digital advertising.

Apply to:

Please submit a cover letter and a resume that helps us:

- Learn something we wouldn't learn from your resume;
- Understand how you make connections with people all across the arts spectrum; and
- Demonstrates your personal level of being both creative and detail-oriented in your work.

Employment may be contingent upon the results of a favorable reference and criminal background check, which includes information from the NC Law Enforcement Department. Applications received by November 10, 2025 will receive first consideration. The Arts Council will continue to accept applications until the position is filled.

About Davie County Arts Council:

In December 2025, Davie County Arts Council begins a year-long celebration of their 50-year anniversary of receiving their 501C 3 designation as a non-profit. The Board has determined the Purpose of DCAC is: ***To Make the Arts Accessible and Impactful to our Lives.*** The mission of the Davie County Arts Council is to: **Bring the Arts Alive in Davie County!**

Davie County Arts Council is an equal opportunity employer.

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