

# Marketing and Communications Director

In the belief that the visual arts are indispensable to a healthy community, it is the mission of the Minnetonka Center for the Arts to provide teaching excellence, quality exhibitions and cultural enrichment for people of all ages, interests and abilities.

Minnetonka Center for the Arts is a non-profit organization incorporated in 1952 to enrich the quality of life in the community by making visual arts a part of everyday life. Studio classes, workshops and lectures are scheduled year round for adults, teens and children of all levels of experience and skill.

The Minnetonka Center for the Arts' modern 31,000-square-foot structure was designed around two concepts, art and community, by James Dayton Design, Ltd. of Minneapolis. It is a place for studying and creating art, viewing exhibitions and contributing to an artistic discourse. It also facilitates social interaction and community involvement. Working artists as instructors make the Art Center an exciting, nurturing home for the creation and appreciation of the visual arts in the metro area and beyond. Year around classes and workshops for adults, kids and teens include: Ceramics, Sculpture, Drawing, Painting, Fiber, Glass, Jewelry, Sculpture and Photography.

**Job: Full Time**

**Hours: Some evenings and Saturdays possible**

**Salary: DOQ**

**Closing Date: Open until filled**

## POSITION:

The Marketing and Communications Director manages the marketing, communications and public relations programs of the Art Center to maximize participation and awareness. Ensures all Art Center collateral reflects the Art Center's identity, mission and strategic objectives.

## ACCOUNTABILITIES:

- Develop annual marketing and communications plans including objectives, timelines and budgets.
- Manage website as well as other social media/networking sites.
- Maximize use of electronic communication.
- Execute public relations program including press releases, calendar listings, media relations.
- Execute advertising program and ensure compliance with budget.
- Coordinate all Art Center publication details from concept through distribution.
- Responsible for four issues *Visually Speaking*, the catalog/newsletter as well as the annual Summer Camp catalog.
- Prepare all other Art Center collateral including but not limited to event postcards, invitations, flyers, and signage.
- Monitor marketing and advertising expenses and manage to budget.

EXPERIENCE:

- Bachelor's Degree required, Master's preferred
- Graphics design experience
- Planning and budgeting experience
- Flexibility
- Team player
- Excellent computer skills

WORKING CONDITIONS:

Work performed in an office. Slight physical activity requiring the lifting of objects weighing 20 pounds or more.

ADDITIONAL INFO:

Salary commensurate with experience. Benefits include: Health, disability and life insurance, three weeks paid vacation plus six paid holidays, four sick days and two personal days after one full year of employment. In addition, all employees receive a \$1,000 per year tuition benefit for Art Center classes.

APPLY:

Send cover letter and resume to:

Roxanne Heaton

Executive Director

Minnetonka Center for the Arts

2240 North Shore Drive

Wayzata, MN 55391

Or: [rheaton@minnetonkaarts.org](mailto:rheaton@minnetonkaarts.org)