



GLEN ECHO PARK

Glen Echo Park Partnership for Arts and Culture

March 2023 | Job Posting

Marketing Assistant

Bethesda area arts organization seeks a full-time Marketing Assistant to become part of our dynamic and growing team. We are looking for an energetic, talented individual to work closely with the Marketing and Communications Director on all aspects of the organization's day-to-day promotional and administrative activities and support Park events on site and off site.

The Glen Echo Park Partnership for Arts and Culture is an independent nonprofit organization formed to manage and operate the programs and facilities at Glen Echo Park, a vibrant arts and cultural center located in Montgomery County. Glen Echo Park is a community of artists, educators, dancers, and performers who share their knowledge and expertise with participants and audiences of all ages and skill levels. Dedicated to encouraging public participation in all that the Park has to offer, the Partnership makes it possible for this extraordinary community to thrive.

Key responsibilities:

Provide direct support in the following areas –

- Assist with email marketing and email lists using Constant Contact
- Draft weekly email newsletter promoting Park events and activities
- Assist with social media marketing, including writing engaging content and managing paid ad campaigns
- Update Glen Echo Park website/assist with web content management
- Post Park events online, including Glen Echo Park website and external websites
- Track press coverage and maintain press lists
- Develop promotion plans/marketing task lists and schedule for park events
- Design and develop marketing materials for a variety of events and programs
- Assist with developing reports on website, social media, and email marketing effectiveness
- Assist with writing and editing press releases, PSAs, and media advisories
- Attend and assist at public festivals and special events and offsite promotional activities
- Maintain relationships with and information flow from Resident Artists/Organizations
- Organize and maintain creative content in Digital Asset Management system, including images, video, logos, and other digital assets
- Assist with video projects

Candidate Requirements:

- Bachelor's degree or equivalent
- One to two years related experience, preferably in a nonprofit organization
- Excellent computer skills; Macintosh experience required
- Thorough knowledge of Microsoft Office, including MS Excel and MS Word
- Graphic design skills; Canva preferred
- Website analysis experience; familiarity with Google Analytics preferred

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- Video editing skills; Adobe Premiere Pro or iMovie preferred.
- Experience with social media, including Facebook, Twitter, LinkedIn, YouTube, and HootSuite
- Excellent written and verbal communication skills
- Excellent organizational and project management skills
- Ability to work independently

Physical and Other Requirements: Must be able to provide own transportation, including during hours when public transportation is not operating. Must be able to use own transportation for occasional errands on behalf of the organization. Must be able to lift and move up to 40 pounds and walk throughout the Park to distribute marketing materials and help with events. Fluency in spoken and written English required.

Hours: Full-time: 40 hours/week. Regular work hours are 9:30 am to 6:00 pm from Monday to Friday. Some additional evening and weekend hours are required for events and activities as well as meetings with volunteers. (Flex time is offered for extra hours worked.)

Remote Work: Option to work remotely one day per week (unless events/activities require in person attendance).

Salary: Salary range commensurate with experience and competitive with similar positions in the region. \$40,000 to \$50,000 salary range dependent upon experience.

FLSA Exempt: The position is a full-time permanent position. FLSA exempt.

Benefits: The Partnership offers a benefits package to include health insurance, 401k with employer contribution, 10 paid vacation days, sick leave, 10 paid holidays and other benefits.

To apply: Send resume and cover letter to jobs@glenechopark.org, with "Marketing Assistant" in the subject line. By mail, send to: GEPPAC, 7300 MacArthur Blvd., Glen Echo, MD 20812. Please apply by **March 26, 2023**.

Equal Opportunity Employer

The Glen Echo Park Partnership is committed to providing equal employment opportunities to all applicants and does not discriminate against any employee or applicant for employment based on race, color, religion, creed, ethnicity, physical or mental disability, sexual orientation, sex, gender identity, family responsibility, pregnancy, genetic status or information, military or veteran status, or on any status protected by federal, state, or local law.