



**GAGE ACADEMY OF ART
Marketing Manager Job Description**

Job Title: Marketing Manager

Status: FT, Nonexempt, Hybrid

Salary Range: \$67,000 - \$72,000

Benefits: Subsidized medical and dental, vacation and sick days, retirement fund and match, professional development funds, a free quarterly class or workshop (on a wait list basis)

Department: Marketing

Reports To: Executive Director

Supervises: Misc. Contractors: Graphic Designers, Videographers, Photographers

Coordinates with: Director of Community Relations, Marketing & Events Coordinator, Director of Programming, and Director of Advancement

POSITION DESCRIPTION:

The Marketing Manager at Gage Academy of Art is responsible for strategizing and executing marketing initiatives to enhance the visibility, reputation, and engagement of the institution. Gage recently engaged a marketing firm to develop a playbook which will guide this position's work and provide a foundation for future work planning. This individual will be responsible for crafting and disseminating compelling content across various channels (social, email, web, print, etc.) to effectively communicate the school's mission, events, programs, achievements, and opportunities to students, faculty, alumni, donors, and the broader community. They are responsible for all branding and advertising initiatives and for communicating/promoting all programs and events.

Drawing on our Legacy, Shaping Our Future

At Gage Academy of Art, we believe that *artists are made, not born*. And that high-quality art education is an essential part of a strong, flourishing community.

GAGE MISSION:

Gage Academy of Art strives to educate, enrich, and engage artists and the community in the visual arts. Gage offers instruction in principles of drawing, painting, and sculpting and is dedicated to helping students of all ages and skill levels realize themselves as artists in contemporary society.

BACKGROUND:

Gage has locations in the South Lake Union and Georgetown neighborhoods in Seattle. We are in an exciting growth period for the organization as we have recently moved into a new building in South Lake Union and are ready to promote the wide array of offerings available with this new space.

Gage staff are the most important asset in creating our rich environment for learning and experiencing art. Our staff, faculty, and instructors receive outstanding benefits and professional growth opportunities in an environment of passion, respect, community involvement, intellectual excitement, artistic pursuits, and urban vibrancy.

Guided by our executive team and an engaged volunteer board of directors, Gage Academy of Art is reimagining the organization for growth as it enters its next 30 years and a post-COVID world.

WHO YOU ARE:

- You are a **Community Advocate** who loves to share the school's mission and objectives.
- You are a **Collaborator** who likes to be part of a small, cohesive administrative team and nurture team members' talents and knowledge to help advance the organization.
- You are **Creative**, thinking of innovative approaches to advance the school's reach.
- You know the **Impact of the Arts Learning** because, either personally or professionally, you have experienced how the arts can enhance social, emotional, and cognitive development at any age.
- You believe that **Art is Essential** to thriving cities and should be **Accessible for All**.

KEY RESPONSIBILITIES:

Sales & Marketing (50%)

- Develops annual workplan that incorporates diverse marketing strategies and media channels informed by data and playbook.
- Uses Google Analytics (preferable fluent in the GA4 platform) and other measurement tools to aggregate, analyze and provide reports to team leaders, continually finding ways to improve on the reports' metrics through testing and new initiatives.
- Manages creative & content development for marketing.
- Maintains advertising relationships and bookings.
- Crafts weekly email, digital & sales campaigns to increase enrollment.
- Works with graphic designer to produce content for web and print.

Social Media / Website (40%)

- Manages the upkeep of the website, including copy-editing content, developing new pages as needed, and working with graphic designer to create a customer-friendly user interface.
- Works with web developers on implementing SEO and SEM.
- Strategizes, manages, and works with Marketing & Events Coordinator to update relevant social media accounts.
- Actively engages with community and reshares relevant information.
- Works with graphic designer and Marketing & Events Coordinator to identify and gather content for social media accounts.
- Collaborates with instructors regarding their classes, promotion, web presence etc.
- Works with all Atelier Directors to promote their individual programs.

Other Responsibilities (10%)

- Manages ad buy budget and participate in budget development process
- Provides weekly enrollment reports and track sales over time for the Programming department.
- Supports Executive Director when presenting enrollment reports to the board.
- Supports Executive Director on communications to the Gage community, as needed.
- Collaborates with the Director of Advancement on donor communications, as needed.
- Serves as in-house copy editor, proofreader as needed, ensuring consistent brand voice.

QUALIFICATIONS:

We place a high value on commitment, trustworthiness, diversity, and a growth mindset coupled with professional experience.

Required

- Exceptional communication abilities, including writing, speaking and active listening
- Good data analysis, problem-solving and critical thinking skills
- In-depth knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing and sales copy and social media
- Great project management skills, including time management, goal setting, multitasking and prioritization
- The ability to execute and report on the strategy to stakeholders.
- Knowledge of and aptitude for wide array of communication and database software
- Understanding of paid media management is necessary for specific campaigns

Preferred

- Experience being responsible for meeting sales or enrollment goals.
- Leadership abilities, including training and mentorship
- Non-profit sector experience
- Educational or professional arts background
- 3-4 years of experience marketing/communications in arts related field
- Understanding of recruitment and marketing strategies for educational organizations or schools.

GAGE'S BENEFITS

Full time, regular employees (and their families) are covered by medical, dental and vision with monthly deduction. Employees will also receive 14 vacation days in the first year, 12.5 paid holidays, and 11 sick days. After one year, employees can enroll in Gage's Simple IRA retirement plan. A free quarterly class or workshop (on a wait list basis).

GAGE'S COMMITMENT TO EQUITABLE HIRING PRACTICES

At Gage, we embrace our team's diverse experiences and perspectives, and we strive to be reflective of the community we serve. We empower our team to be their authentic selves and always be open to learning from one another. We foster an inclusive and equitable environment where all members of our community – including staff, students, faculty and a broad spectrum of Gage supporters – are treated with dignity and respect. Our hiring practices are reflective of these values: As an equal

opportunity employer, all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, gender expression, national origin, age, protected veteran or neurodiversity, disability status, or genetic information.

Data shows that women and BIPOC candidates more frequently do not apply to a job because they don't feel that they meet all the qualifications listed.

We strongly encourage applications from people with diverse backgrounds and lived experience, even if you have most but not all the qualifications listed above. If you feel passionate about our mission and believe that you have the skills to contribute to the growth of our organization, we want to hear from you.

HOW TO APPLY: Please send a cover letter and resume to hr@gageacademy.org. Priority application review will be given to candidates who submit their application by October 7th, 2024.