

Employment opportunity at Kimball Art Center

Kimball Art Center is a nonprofit art center located in Park City, Utah. Our goal is to inspire and connect people to art through exhibitions, education, and creative programs.

The Kimball Art Center is committed to providing arts education, engagement, and art experiences to the greater Park City region. We believe that art brings meaning, joy, direction, and inspiration to the people we serve each year. Art changes lives and brings people together, sustaining our vibrant community and catalyzing positive change in the world around us.

Public Relations Entry Level

Salary level: \$35,000 - 45,000 with benefits.

GENERAL RESPONSIBILITIES:

The Public Relations associate will expand Kimball Art Center's (KAC) brand with public relations efforts by listening and collaborating with the Development, Exhibition, and Education departments. With excellent listening and writing skills, they will steward the marketing plan as we devise a stronger brand within the region. With support from experienced art professionals on staff, they will develop brand goals by activating local, regional, and national media, community relations, and all web, social and print-based marketing.

QUALIFICATIONS/SKILLS:

2-4 years of experience in a non-profit arts organization or independent communication, public relations, marketing company, or brand development. Must demonstrate excellent oral and written communication skills. Creativity, a high level of motivation, flexibility, optimism, and collaboration skills are a must, as well as a familiarity with creative organizations. Must be comfortable in public speaking engagements using art references and able to address large audiences both in person at events and via media outlets (television, radio, etc.)

Bachelor's degree complemented with art/art history/arts administration interests, public relations, or communications minor. Familiarity with the local arts scene and the organization's history and creative presence in the community. Knowledge of Devos Institute's philosophy written in the book, "*The Cycle: A Practical Approach to Managing Arts Organizations*," which starts with aspiration programming and aggressive institutional marketing. Graphic design, photography, and nonprofit/event management experiences are a plus.

SPECIFIC Goals of KAC

I. Public Relations

- Brand development to foster community engagement.
 - Develop and understand segmented audiences such as board members, artists, Park City government, Summit county residents, Salt Lake City, the national visual art world, and the community.
- Support leadership team to clarify brand values.
- Awareness of Park City Cultural District.
- Assist the leadership team and board as KAC develops a new brand identity process.
- Review with the institution's visual profile across departments that will include the production of brochures, exhibition announcements, signage, all other printed materials.
- Review images/design for electronic media to include the website, e-mail, etc., and paid advertisements for print, broadcast, or electronic media.
- Support development team follow up with print and mail house vendors.
- Awareness of marketing budget, including the cost of public relations events, collateral materials, as well as advertising, to be allocated to each department.
- Create and maintain a relationship with local and state tourism agencies to ensure the promotion of KAC offerings
- Help the leadership team identify the best PR collaborations with other nonprofits, local partners, and media outlets.

II. Assist with KAC Marketing Goals

- Work with Education, Development, Curatorial, and Visitors Services departments to promote exhibitions, donor and member events, and organizations programs.
 - Work with each department to create marketing systems for earned-income projects.
- Marketing support for Park City Kimball Art Center's Arts Fest
- Survey an overall marketing strategy for the Kimball Art Center.
- Update the website and social media channels.
- Ensure that all materials meet appropriate brand standards.
- Manage media coverage and advertisements in local, regional, and national publications to the organization's targeted audiences.
- Display an awareness of local and national statistics.
- Manage PR/Marketing interns and contracted staff

SKILLS/TRAITS

- You are a team player as well as creative, thoughtful, intentional, empathetic, respectful, collaborative, and enthusiastic.

- You are aware of artists, and artistic practice, art history and have a desire for further advancement in an art-related field.
- Ability to interact with the public in a welcoming, informative, diplomatic manner
- Having a flexible schedule including some weekends and evening events
- The role may include development trips to art fairs or artworld destinations.
- Ability to photograph events and programs
- Ability to work across departments
- Excellent computer and social media skills
- Exceptional communication skills – both written and verbal.
- Spanish language skills a plus.

Please send CV, and cover letter to hr@kimballartcenter.org