



Employment opportunity

Events and Marketing Coordinator
Reports to Director of Marketing

GENERAL RESPONSIBILITIES:

The Events and Marketing Coordinator will work to expand KAC's efforts to develop a stronger brand presence within the region. This person will collaborate with KAC Marketing Director to organize and share our programs with the community. This role will activate local, regional, and national media, conduct community relations, coordinate KAC programs, and event logistics, and maintain web and print-based marketing.

QUALIFICATIONS/SKILLS:

2-4 years experience in coordinating events and supporting public relations, marketing, communications, journalism, or related fields. Proven oral and written communication skills. Creativity, a high level of motivation, organization, flexibility, and the ability to be collaborative is a must. Familiarity with museums or creative organizations. Confident public speaking skills; comfortable addressing large audiences both in person at events and via media outlets (television, radio, etc.)

Preferred: Bachelor's degree, ideally in art/art history/arts administration, marketing, public relations or communications. Familiarity with the local arts scene and KAC's presence. Graphic design, photography, event management, and nonprofit experience are a plus.

SPECIFIC RESPONSIBILITIES

I. Marketing

- As part of the Marketing department, assist with social media content and messaging, plus website, brand signage, and general marketing duties as necessary
 - Learn and understand brand guidelines.
 - On behalf of the Marketing Director execute the marketing strategy.
 - Work with each department to implement marketing strategies (Education, Development, Curatorial and Visitors Services departments to promote exhibitions, donor and member events, and museum classes and programs.)
 - Ensure that all materials meet appropriate brand standards.
 - Display an awareness of local and national museum statistics through the AAM or AAMD.
 - Maintain KAC website
- Coordinate with PR/Marketing interns and contracted staff.
 - Coordinate with the graphic designer to design brochures, exhibition announcements, signage, all other printed materials, images/design for electronic media to include the



website, e-mail, etc., and any paid advertisements for print, broadcast, or electronic media.

- Coordinate with Social Media Consultant on content needs and priorities
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II. Ability to grow into Public Relations

- Develop timely communication to foster community engagement.
- After understanding the mission and vision begin to act as a spokesperson for the organization.

III. EVENT COORDINATION

- Manage and support board-level events committee.
- Coordinate volunteer recruitment and staff management for events as necessary
- Establish logistics for events, fundraisers and other public-facing activities of Kimball Art Center.
- Communicate with vendors as needed to confirm and move event logistics forward
- Organize and purchase supplies for the event
- Manage day-of-event logistics including set up and clean up, including AV and lighting
- Enter, process and track event-related payments
- Compile event recap documents for internal staff, board of directors, and local government review
- Will require some evening, weekend and occasional holiday work for event oversight

SKILLS

- Knowledge of artistic practice and art history and desire to further advancement in art-related fields.
- Ability to interact with the public in the galleries and education spaces in a welcoming, informative, diplomatic manner
- Ability to photograph events and programs
- Ability to work with point-of-sale software
- Excellent computer and social media skills
- Exceptional communication skills – both written and verbal
- Ability to work a flexible schedule, including weekends and evening events
- Must be available for evening and weekend work leading up to and during the arts festival, August 1-8, 2022.

How to Apply: Qualified applicants please submit your resume and a cover letter stating your desired salary to Meisha Ross, meisha@kimballartcenter.org

Position open until filled.



ABOUT Kimball Art Center

The Kimball Art Center (KAC) is an educational institution that provides international quality art exhibitions and dynamic educational opportunities for the citizens of Park City, Summit County, Wasatch County, and the region's many visitors. KAC introduces visitors to the artistic process through its educational programs and gives insight into the many layers of creativity with its exhibition and event programs. Art is a catalyst for growth that allows an outlet for reflection, fosters new ways of thinking, and encourages compassion and connection. Kimball Art Center is committed to the fundamental American principles of expression and open engagement.

Values

Creativity: We believe in the transformative power of the creative process.

Curiosity: We believe that through inquiry, art has the ability to challenge assumptions and engender critical thinking.

Collaboration: We believe creativity is sustained in an inclusive environment in which ideas are shared freely.

Diversity: We believe in celebrating other perspectives and that the creative process allows us to listen to and learn from others.

Community: We believe in connecting our audiences with relevant, intentional, and accessible programs.