

The Bascom: A Center for the Visual Arts

323 Franklin Road, Highlands, NC 28741

Job Description

Title: Director of Marketing

Reports to: Executive Director

Status: Exempt, Full Time

Description: Support and drive the building of audiences, exhibition attendance, and program enrollment. Marketing support for memberships, corporate sponsorships, foundation support, retail sales, and fundraising for The Bascom through programmatic and institutional marketing.

Responsibilities: Planning, coordination, organization, and execution of the following:

Strategic Marketing

- Devise and implement general and event-specific programmatic and institutional marketing plan and calendar based on strategic plan and organizational needs.
- Work with Executive Director and CFO to develop and achieve annual marketing and communications budget; monitor expenditures and make course corrections as needed.
- Develop content for all departments, committees and The Bascom as a whole.
- Develop and maintain media lists, media relationships, media outreach, and contacts with local and regional magazines and newspapers, local and state art and tourism sources, regional chambers of commerce, and national art publications.
- Establish, report and evaluate metrics for success in all marketing initiatives.
- Participate with community groups, engage in marketing or program partnerships, and use such connections for promotion and advancement of The Bascom (including Social Enterprise, 21st Century Skills and Professional Development).
- Further the organization's relationships with donors, prospects, public officials, tourism professionals and all other external constituencies.
- Oversee any largescale marketing partnerships.
- Serve as a spokesperson with the media for the organization in the absence of the Executive Director.

Print, Social, and Internet Media:

- Design and create press releases, fact sheets, program catalogues, brochures, ads, business stationery, postcards, invitations, posters, banners, calendar listings, and newsletters for all programs and departments, across all platforms.
- Follow The Bascom brand guides to ensure brand continuity.
- Oversee redesign of the website and maintain accuracy of the website.
- Ensure search engine optimization.
- Design The Bascom interior and exterior signage in keeping with existing standards.
- Serve on designated Board committees, attend meetings, and provide reports to the Board of Directors as required.
- Other duties as assigned.

Qualifications:

- B.A. and minimum of 5 years marketing is required.
- Must be willing to work flexible hours around all events and programs.
- Have an understanding of multiple key markets and voices including low-income families, rural residents, affluent families, artists, art lovers, and philanthropists
- Ability to craft a compelling and informative institutional narrative
- Be a creative strategist
- Strong written and oral communication skills
- Working knowledge of Adobe Photoshop, Illustrator, and InDesign

Personal Characteristics:

- Demonstrated leadership abilities and interpersonal skills; must have credibility, good judgment, honesty, integrity and an ability to motivate others.
- Demonstrated ability to problem-solve, work independently and excel in a high-performance culture.
- Demonstrated team player with a positive attitude and an understanding and appreciation of philanthropy.
- Demonstrated ability to view challenges, opportunities and new projects as a chance to develop creative and innovative skills and abilities within the team.
- Demonstrated collaborative, positive and proactive style; a strong public ambassador for The Bascom; able to work efficiently in an atmosphere charged with excitement and energy.
- Demonstrated flexibility and ability to refine strategies after feedback from key stakeholders.
- Appreciation for the arts.

Please send resume with cover letter to tosborn@thebascom.org.