



**MONTCLAIR STATE
UNIVERSITY**

TITLE: Membership and Marketing Assistant (Part-time)

DIVISION: College of the Arts

DEPARTMENT: Arts + Cultural Programming (ACP)

LOCATION: 1 Normal Ave., Montclair, NJ 07043

**REPORTS TO (TITLE): Director,
Marketing and Media Director**

DATE: July 19, 2023

SUMMARY:

Montclair State University, Arts + Cultural Programming, seeks a Membership and Development Coordinator, and Marketing Assistant to serve as support for its PEAK Performances series. This is a great opportunity for an enthusiastic self-starter with a passion for the arts and excellent organizational and communication skills, familiarity with digital communications and an interest in data analysis and trends. As an essential member of the team, you will assist with outreach, stewardship, customer service, social media, and content and communications strategy to support membership/fundraising, ticket sales and audience development efforts around shows, programs, and ACP's institutional mission.

\$32 per hour – 30 hours per week

Please note: This is an in-person, part-time position.

Start Date: August 1 through December 22, 2023; January 8 – May 3, 2024

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Membership

- Manage relationships and fulfillment with/for PEAK Members.
- Manage the database records of Members.
- Act as a liaison with those individuals to ensure they have all the details needed to attend.
- Call Membership prospects and urge them to become Members.
- Write and mail thank you notes to the individuals who attend.
- Work with caterers to plan, prepare and manage expenses for seven post-performance receptions.
- Manage the Members' Desk in the lobby prior to each PEAK performance.
- Report to and work closely with the Director of ACP

Communications and Marketing

- Assist with development membership and marketing efforts for PEAK Performances and College of the Arts departments as directed.

- Create and deploy email blasts through MailChimp
- Develop and post engaging social content in accordance with the communications calendar on platforms including Facebook, Instagram, Twitter, YouTube and LinkedIn
- Identify digital outreach opportunities for upcoming performances
- Coordinate and implement on-site social posting at key events, at times in evenings or on weekends
- Work closely with departments to capture institutional content and develop creative storytelling campaigns
- Conduct target membership and audience research and support specialized outreach plans
- Maintain departmental communications calendar
- Assist with Word Press website updates
- Coordinate and enter content for website Playbill for each PEAK production
- Track and measure effectiveness of development membership and marketing initiatives including email and direct mail
- Report to Marketing and Media Director

Community Engagement and Outreach

- Work closely with Community Engagement efforts outreach initiatives
- Coordinate distribute posters and materials in Montclair and surrounding communities
- Attend weekend and evening events
- Assist with College of the Arts marketing efforts
- Responsibilities will include other duties as required by the department.

QUALIFICATIONS:

- 2 - 3 years related work experience in the performance arts sector.
- Proficient in business platform applications. (Google Suite, Word, Excel)
- Excellent communication, project management and organizational skills
- Proficient with website and email management systems (Word Press and Mail Chimp preferred)
- Basic graphic design skills (Adobe Creative Suite)
- Ability to work on select weekday evenings and weekends required.
- Experience in CRM systems is a plus but not required
- Ability to create all content consistent with department brand guidelines and strategic goals

Send cover letter and resume to: peakperfs@montclair.edu