



JOB DESCRIPTION

Position Title: Arts Marketing Coordinator

Summary

Under the direct supervision of the Executive Director, the Arts Marketing Coordinator will manage the Jon Ginsburg Gallery and expand the sale of client artwork. Curate, prepare and frame artwork. Plan and implement effective marketing strategies. Plan and actualize event and exhibits which integrate artists from the Creative Center and the community. Maintain good communication with the Visual Art Department Head. Develop networks with local entities including corporate buyers, community organizations and artists. Maintain the integrity of TCC philosophy, values, and standards.

Duties and Responsibilities include but are not limited to:

1. Curate, price, title, and inventory finished works of art. Maintain physical and digital inventory.
2. Design, order, and complete framing, matting, labeling or other materials related to a professional presentation. Maintain the framing shop and inventory.
3. Meet with the The Creative Center staff weekly to coordinate projects/events.
4. Coordinate with local entities to display client work in the community.
5. Maintain the gallery's rotating exhibits. Curate art and coordinate with community artists to display quality art alongside Creative Center artwork.
6. Plan and actualize 10+ art events per year. Coordinate with local performers and artists.
7. Design and print all marketing graphics for all events. Maintain social media and website.
8. Maintain the integrity of TCC philosophy, values, and standards in marketing client's art works.
9. Comply with TCC personal policies and policies and procedures.

Position Requirements and Skills

1. Experience in an arts discipline required.
2. Bachelors preferred
3. Marketing and/or sales experience preferred.
4. Framing experience preferred.
5. Highly developed written and oral communication skills.
6. Knowledge of computer programs related to writing and inventory. Experience with Photoshop or Illustrator preferred.
7. Strong organizational skills. Project management or event planning experience a plus.
8. Ability to relate to other people comfortably and to establish effective interpersonal relationships.

9. Possess a valid California driver's license.
10. Possess a valid first aid certification.

Wages: \$15.38/ hr

Hours per week: 25-30

How to Apply

Submit the following documents to the Creative Center at 606 N. Bridge St., Visalia, CA.

1. Application (found on website www.thecreativecenter-visalia.org/job-openings)
2. Portfolio of artwork, including examples of digital design

We encourage submitting supporting documents such as:

- Letter of Interest
- Any documents showing qualifications (degree, CPR certification, etc.)

- **Employment is contingent upon passing a background check, TB test, and drug screening. Physical exam will be required.**
- **Will submit a Criminal Record Statement on first day of employment.**

PROJECTED JOB RESPONSIBILITIES

The Jon Ginsburg Gallery:

1. Plan and actualize 10+ art events per year featuring the artists of The Creative Center.
2. Arrange for 6+ guest artists to show in the gallery per year.
3. Choose the artwork to be exhibited and prepare it for presentation.
4. Serve as a docent for visitors to the gallery.
5. Keep an artwork inventory and flat file reserve of artwork.

Outside Venues:

1. Install exhibits in the community such as the Visalia Convention Center, Quail Park, Café 225, Provost & Pritchard or any venue requesting our works to be shown. Arrange and host receptions for our artists as requested by the venue.
2. Participate in community art events such as recruiting fairs, First Friday or Taste the Arts

VISUAL ARTS LIAISON

1. Act as a member of the jury selecting art that is gallery quality.
2. Assess the value of the artwork.
3. Promote the Visual Arts department and their new methods of production.
4. Formulate exhibits, bring these advancements to public awareness

PERFORMING ARTS LIAISON

1. Coordinate Performing Arts performances and Visual Art to maximize the best public relations exposure.
2. Promote increased and diverse attendance within the community at performances.
3. Promote sales of products such as CDs from the music classes.

ART SALES

1. Oversee and implement all sales of The Creative Center art at any venue
2. Keep an inventory of artwork sold and oversee student payments

PUBLIC RELATIONS

1. Responsible for press releases for all The Creative Center events at any venue.
2. Attend board meetings to disseminate information about The Creative Center and promote art sales.
3. Plan and promote special events that bring the public to The Creative Center.
4. Create and maintain an online venue for art sales. Produce flyers and invitations for events, plays, receptions.
5. Become a liaison with outside art organizations to promote understanding of The Creative Center.