



## **North Tahoe Arts Program Coordinator**

### **Job Announcement**

Under the direction of the Executive Director, this position is responsible for the successful planning, implementation within approved budget of North Tahoe Arts' main visual arts programs including ARTour, Kids Art Camp, and the North Lake Tahoe Plein Air Open and may also assist with other programs as needed. The Program Coordinator is responsible for helping to develop, and then implementing, a cohesive NTA marketing and promotion strategy. Additionally, this position supports NTA's general office management and front desk communications, which typically includes assisting the general public, staff, board, artists, volunteers and members. The Program Coordinator also provides support and other duties as requested by the Executive Director.

#### **Essential Qualifications**

- Associate's degree (AA/AS) or equivalent; three to five years' related experience; or equivalent combination of education and experience
- Proven ability to manage multiple programs and events at the same time
- Strong organizational, problem-solving, and analytical skills; ability to manage priorities and workflow including working within strict budgets and tight deadlines
- Experience developing and implementing marketing and promotional programs
- Strong written, oral and interpersonal skills, including working effectively with volunteers
- Experience with social media
- Efficient computer skills including Microsoft Office Suite

#### **Desirable Qualifications**

- Program experience within the non-profit sector
- Knowledge of North Tahoe/Truckee arts and business community
- Experience with purchasing and distributing press information amongst all media platforms: print, digital and social

## **Specific Responsibilities**

### Program Coordination (50%)

- Develops and implements program plans and schedules, including (as applicable) artist applications and registration, jurying, promotion and advertising, customer satisfaction surveys etc.
- Oversees program committees
- Maintains detailed tracking and documentation for each program
- Ensures programs are within budget
- Coordinates volunteers, including contracts if needed
- Assists in obtaining sponsorships, awards, prizes and other financial support
- Writes monthly program status updates and alerts Executive Director immediately of any issues
- Manages and coordinates Membership Program database

### Marketing Coordination (20%)

- Ensures cohesive branding and messaging for NTA and its programs that is in line with NTA's strategic goals and mission statement
- Oversees graphic design and creation, media buys etc., for all collateral (postcards, posters, advertisements, signage, banners, etc.)
- Coordinates marketing communications including press releases, E-news, website updates, social media etc.
- Updates and maintains local and regional media contact list
- Maintains comprehensive image database for NTA programs as well as quality control of imagery for press distribution
- Serves as the primary liaison between media contacts and NTA
- Maintains comprehensive filing in NTA's Google Drive of press releases, images, program dates, marketing strategies/buys etc.

### Office Administration (30%)

- Provides excellent customer service to internal and external customers including staff while maintaining a professional demeanor at all times
- Answers and responds to phone calls/messages and incoming emails
- Serves visitors by greeting (in person, by phone, or email), welcoming, and directing them appropriately
- Assists in answering, or finding the answer to, questions and requests from staff, board, artists, members, volunteers and visitors
- Picks up and processes mail
- Maintains inventory and purchases of all office supplies; maintains office equipment and security system; schedules and oversees necessary equipment repairs

- Maintains filing system for office and general programs
- Schedules and coordinates NTA public meeting room use for NTA with TCPUD; notifies and schedules building maintenance repairs and needs with TCPUD.

### **Salary and Hours:**

This is a part time (20 hours/week, 48 weeks/year) position. Pay is \$15/hr. Hours vary, with increased hours during busy times of the calendar year such as program planning (Jan-March), program season (June-Sept), annual fundraising event (Sept), program budget planning and strategic planning (Oct/Nov). Hours decrease towards the end of the fiscal year.

### **How to Apply**

Send cover letter and resume via email to [info@northtahoearts.com](mailto:info@northtahoearts.com)