Arts Marketing Assistant

The Arts & Cultural Heritage Division ("ACHD") of the Dept. of Parks and Recreation, Prince George's County is seeking to fill a part-time marketing position. This position will work remotely during public health-related social distancing orders, then will work from the Division office located in Greenbelt, MD, when conditions permit. Local event travel will occasionally be required. The pay range is $18-20/hr., for 20-30 hours/week.

ACHD's arts programs include four arts centers (Brentwood Arts Exchange, Harmony Hall Arts Center, Montpelier Arts Center, Publick Playhouse.) We also present numerous off-site concerts, festivals, and events throughout Prince George's County, totaling hundreds of visual and performing arts programs each year. This position supports marketing for arts programs led by program managers, arts center staff as well as the Department's Public Affairs and Marketing Division.

Primary Job Responsibilities

- Coordinate and disseminate weekly email marketing campaigns using Constant Contact.
- Write engaging marketing copy that can be used over multiple platforms (newsletter, social media.)
- Create and schedule paid and organic content for Arts PG Parks' social media accounts (including but not limited to Facebook, Twitter and Instagram.)
- Collaborate with ACHD staff on content for promoting upcoming events, classes and other programs via social media and newsletter.
- Assist in the management of the arts.pgparks.com website.
- Regular virtual meetings with staff for collaboration.
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Desired Qualifications

- Excellent copywriting and editing skills with the ability to create engaging content
- Experience creating and managing email campaigns using Constant Contact or similar email marketing tools.
- Proficiency in social media platforms.
- Excellent time managements skills.

Apply by January 28th for best consideration. Please email a cover letter and resume to: phil.davis@pgparks.com. Resumes will be received and accepted until the position is filled.