

Sunset Center Job Description

Job Title: Marketing & Development Coordinator

Reports to: Managing Director

Job Type: Full-time, non-exempt

Salary Range \$50,000 – \$65,000

Organization Overview

Sunset Cultural Center (SCC) is a nonprofit organization founded in 2003 to manage the historic Sunset Center in Carmel-by-the-Sea. What began as a public school in 1926 has been transformed into a state-of-the art performing arts center. Under the mantle of *Sunset Presents*, we bring a wide range of truly world-class performances and live events. We pride ourselves on programming a lineup with diversity, sophistication, and star power. SCC also programs no cost community outreach programs and administers an acclaimed and extensive Arts Education Program.

General Purpose/Major Responsibilities

Sunset Cultural Center is seeking an experienced, enthusiastic, and self-motivated Marketing & Development Coordinator to join our team. In addition to specific responsibilities outlined below, it is the Coordinator's role to act as the administrative contact between SCC and its visitors, clients, donors, patrons and Carmel residents. Workdays are Monday through Friday and will include occasional evenings and weekends depending on performances and events at Sunset Center. The Marketing & Development Coordinator will have responsibilities including, but not limited to, the following:

- Research and collect up-to-date information, images, graphics, and videos for *Sunset Presents* shows and events
- Produce or coordinate production of collateral for Sunset Center events including show programs, posters, brochures, web and print ads; ensuring sponsor recognition and correct billing across all collateral
- Draft electronic communications such as e-blasts, monthly newsletters, donor reports, surveys, and impact reports
- Draft and distribute press releases; maintain up to date and accurate press room pages online and as well as press contacts lists
- Maintain website, particularly ensuring accurate calendar and show-specific event pages
- Manage social media accounts; be a standard bearer for consistent content and dynamic patron engagement
- Maintain various online event calendar listings
- Keep display kiosks, information tables and off-site distribution sites up to date with current posters and collateral

- Assist in creating, managing, and organizing development materials (brochures, collateral, reports, appeals etc.) that include but are not limited to members, donors, and funders
- Assist in all VIP, Membership, and development events, receptions as well as the Member Lounge

General Operations as needed:

- Answer phones and greet visitors, determine needs and refer appropriately
- Pick up and date stamp mail
- Provide administrative support to all departments
- Organize and maintain office supply inventory

Ideal Qualifications:

- Exceptional patron, donor and visitor service skills and attitude
- High-level writing, editing, and proofreading skills
- Intermediate to advanced graphic design skills, including design software such as the Adobe Creative Suite, particularly Photoshop and InDesign
- Online marketing experience and social media best practices knowledge
- Knowledge of basic fundraising processes
- Experience in Database Management
- Advanced proficiency with Microsoft Office products such as Word, Excel, Publisher, and Outlook
- Experience maintaining web pages and confidence in learning new technologies
- Experience with arts enterprise software Tessitura is a plus

Education/Experience

The Marketing & Development Coordinator will have a Bachelor's degree and two or more years of professional experience in marketing, development or non-profit administration (preferably in the arts). Passion for and background in the arts is a huge plus.

To Apply

Please send your resume, cover letter and be prepared with three current professional references that can speak to your ability to perform the referenced responsibilities. Submit the above list of items in a single PDF document to Beth Bowman at beth@sunsetcenter.org with the "Marketing Development Coordinator" in the subject line. Phone calls will not be accepted. Principals only (no recruiters please). *Applications that do not follow this format will not be considered.*

Sunset Cultural Center is an equal opportunity employer dedicated to building a culturally diverse, equitable, and antiracist environment. All qualified applicants will receive consideration for employment without regard to race, color, sex, religion, national origin, age, pregnancy, genetic information, marital status, disability, veteran status, sexual orientation, gender identity or any other classification protected by law.