

Niagara Arts & Cultural Center

Digital Brand Steward

The Niagara Arts & Cultural Center (Niagara Falls, NY) seeks an individual to transform its digital experience into a vibrant, highly responsive, trusted, and patron-friendly environment. The successful individual will recognize and lead social media and email marketing in the larger marketing strategies and branding of the NACC. The successful candidate will have demonstrable success increasing followers, post/story engagements, and conversions across social media channels and email interfaces through intentional, brand-driven campaigns.

About the NACC

The NACC is a nonprofit (501c3) that preserves its historic campus by providing creative space & arts/cultural experiences for WNY residents and visitors. Our community-focused cultural center houses more than 100 artists - including painters, sculptors, ceramicists, educators, woodworkers, photographers, theater companies, dance companies and more - in studios and programmable spaces. We support artists with collaborative practices, professional careers, and those interested in contributing to WNY's creative ecosystem.

Our activities and programs include renting studios to amateur and professional artists at below market rates, offering classes across a wide variety of art genres, and presenting artistic performances and exhibitions. By year's end, we will have produced or presented over 70 discrete events across an array of arts genres.

The NACC has entered a period of growth with an \$8.5 million capital project to renovate our Grand Theatre as the centerpiece. We are expanding programming in our gallery spaces, theatre spaces, and in classrooms. This position has incredible growth potential dependent on the success of the chosen candidate.

Objectives/ Tasks

- Manage and engage with the NACC's social media environments.
- Work within and help adapt a fresh brand voice across visual imagery and text.
- Create social media strategies and tactics within the larger strategic marketing context.
- Ability to create social media and marketing calendars.
- Create/capture/post content for social media (Facebook, Instagram, and others as recommended) channels with an aim to increase followers, page likes, and post engagement in the NACC's geographic service area.
- Create email marketing campaigns that grows list serv participation, maintains/grows open rates, and generates click thrus on CTAs.
- Responsiveness to social media traffic as engagements increase.

- Create templates for print collateral and digital signage that can be easily utilized by key employees.
- Provide feedback and solutions for website design, aesthetics, and effectiveness.

Position Requirements

- While academic credentials and training may be viewed favorably, the desired requirement is demonstrable history of increasing followers, post/story engagements, and conversions across social media channels (Facebook, Instagram, and others as recommended) and email interfaces through intentional, brand-driven campaigns.
- Social media analytics literacy (familiarity with Sprout Social, HootSuite, and/or others); establish and evaluate KPIs for social media and email performance.
- Position will necessitate availability on nights and weekends.
- Self-starter and responsive to deadlines.
- Ability to use basic design software (PhotoShop, InDesign, Publisher, and/or others)

Application

Interested applicants should send:

- A cover letter that references experience at meeting similar objectives in previous work.
- A portfolio of work
- Sample of data collection process that informs decision making.

Pay scale: \$30/hr for a maximum of 15 hours of work per week. If desired objectives cannot be achieved in 15 hours; we can negotiate. Please send materials or questions to Executive Director Kevin Leary at kleary@thenacc.org. Review of applications will begin October 23 and will continue until a candidate is chosen. The NACC values diversity; candidates of all backgrounds, races, gender, and age are highly encouraged to apply.