



Marketing Assistant Job Description

Position Type: Part-Time, 20 hours a week

Reports To: Executive Director

Compensation: \$15-\$20/hour

Job Description: The Marketing Assistant supports Arts@302's communications and daily operations, with a primary focus on social media management, scheduling logistics, and administrative support. This position is highly collaborative, working closely with the Program Director to ensure Arts@302's voice and programs are represented consistently across platforms. The ideal candidate is creative, detail-oriented, and eager to learn the behind-the-scenes of nonprofit arts marketing.

Expectations of Employee:

- Consistently reports to work on time and prepared to perform duties
- Communicates regularly and collaboratively with their supervisor
- Maintains a positive, respectful, and proactive attitude
- Demonstrates strong attention to detail and organizational skills
- Is comfortable working on multiple projects and meeting deadlines
- Has familiarity with social media platforms (Instagram, Facebook, TikTok); Canva or Adobe Suite experience is a plus
- Available for occasional evening or weekend hours for events

Primary Responsibilities:

Social Media & Marketing

1. Assist with planning, developing, and executing Arts@302's social media strategy
2. Collaborate to create content (posts, stories, Reels/TikToks) for events and programs
3. Schedule and publish posts across Facebook, Instagram, TikTok, and more
4. Monitor engagement and share relevant insights with the Program Director
5. Assist with photography and short-form video content during programs and events
6. Support newsletter and email campaign development
7. Help maintain and update website content related to classes and events

Scheduling & Logistics

8. Assist with scheduling of classes, workshops, and events alongside staff and instructors
9. Maintain internal calendars and schedules for team clarity
10. Help prepare promotional timelines for flyers, posts, and email blasts

Administrative & Event Support

12. Prepare flyers, posters, and digital graphics for promotional use
13. Organize digital assets including photos, logos, and class information
14. Occasionally provide on-site support at receptions, classes, and special events (setup, guest assistance, distributing materials)
15. Offer general clerical support such as drafting copy, updating spreadsheets, and managing contact lists
16. Greet and assist guests, and answer phone calls with general questions about the art center, classes, and gallery exhibitions