Coordinator of Marketing, College of Fine and Performing Arts

About the Position
The Coordinator of Marketing has substantial responsibility for overseeing, implementing and assessing the marketing and publicity efforts of the College of Fine and Performing Arts, including marketing for the College’s numerous productions and installations.

About the Department
Western’s College of Fine and Performing Arts is home to five performance spaces, the Western Gallery, two student operated galleries, and an internationally acclaimed outdoor sculpture collection. The College supports Western’s mission to bring together individuals of diverse backgrounds and perspectives in an inclusive, student-centered university that develops the potential of learners and the well-being of communities, and encourages applications from diverse candidates. Western Washington University is a comprehensive state university, highly ranked nationally, with approximately 15,000 students in seven colleges and the graduate school. The campus, overlooking the San Juan Islands, is located in Bellingham, a coastal community of 80,000, 90 miles north of Seattle and 60 miles south of Vancouver, B.C.

Position Responsibilities

- Create, implement and assess marketing plans for the College and its artistic productions using print, web, social media, radio and direct marketing
  - Write and edit promotional copy and press releases
  - Cultivate relationships with regional media outlets
  - Work with staff to execute marketing efforts and resolve production issues
- Oversee marketing material production and distribution
- Evaluate marketing campaigns to determine effectiveness and make recommendations for change
- Participate in strategy sessions

Required Qualifications

- Bachelor’s degree in Marketing, Communications, Public Relations, Journalism, or Business
- Two years of professional marketing experience
- Demonstrated ability to successfully use social media in publicity efforts
- Excellent project management and leadership skills
- Excellent interpersonal, written and oral communication skills
- Demonstrated ability to work effectively with and conduct marketing efforts targeting diverse groups of people
- Proficiency with Microsoft Office and publishing software
Preferred Qualifications

- Marketing experience in the arts or higher education
- Proficiency with graphic and web design software

Job Location: Western Washington University main campus, Bellingham, WA

Salary: Commensurate with qualifications and experience. Includes a full benefits package.

Application Instructions and Requested Documents:
Applicants must apply online via Western’s Electronic Application System for Employment (EASE) at www.edu/jobs. A cover letter addressing the required and preferred qualifications, a resume, and the names and contact information for three professional references are required.

Closing/Review Date:
Review of applications begins September 2, 2014; position is open until filled.

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