

Marketing Associate

The Umbrella Arts Center

Hours: 40 hours per week

Reports to: Marketing Manager



Vibrant regional arts center seeks a team player to join a dynamic, fast-paced team and build a career in nonprofit marketing and arts administration. **The Marketing Associate (MA)** is an integral member of a Communications/Operations team and will play a crucial role in promoting The Umbrella Arts Center's programs, events, and initiatives.

This position requires a detail-oriented team player with strong skills in content creation and social media management, as well as a deep passion for the arts. The MA is responsible for developing and executing day-to-day marketing operations in accordance with best practices and helps to build awareness and a strong community around The Umbrella.

The Umbrella Arts Center is located at 40 Stow Street in downtown Concord. Our mission is to enrich lives and build a vibrant and inclusive community through the arts. We inspire creativity, learning, and personal growth through education, performing and visual arts, cultural events, and community collaborations. Each year we engage, excite, and educate people of all ages – from toddlers to seniors – in the arts. Our performing arts and events draw thousands to our 344-seat main stage theater and 100-seat black box theater. We present several exhibitions per year including curated, juried, and non-juried exhibitions and works by local, regional, and national artists. And, our community of 50+ studio artists adds tremendous vitality and inspiration. For more information, please visit www.TheUmbrellaArts.org.

To apply, please email a cover letter and resume (as a single PDF) to **Melissa Greven, Data & Administration Manager**, at melissa@theumbrellaarts.org with "Marketing Associate" in the subject line. Applications are accepted on a rolling basis with a priority deadline of June 15, 2025. The Umbrella is dedicated to building a **diverse, equitable, inclusive, and accessible** community. Applicants from underrepresented backgrounds are strongly encouraged to apply.

Job Responsibilities Include...

Content Creation:

- **Create and edit** video and graphic content for social media, website, and digital advertising using **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Premiere Pro) and/or **Canva** while adhering to brand and partner guidelines.
- **Contribute to the design and development of digital and print marketing materials**, including program brochures, signage, event flyers, and playbills.
- **Develop and review marketing and PR copy** to appeal to diverse audience(s), adhere to brand guidelines, and maintain corporate voice and conventions.

Digital Engagement:

- **Post and monitor content** on The Umbrella's website, social media (Facebook, Instagram, with the potential addition of BlueSky, TikTok), and regional community event calendars, following the marketing plan and schedule.
- **Draft, design, and report on outcomes** of regular email campaigns and maintain email lists (on a platform similar to Prospect2, MailChimp, Constant Contact).

Research & Logistical Support:

- Assist the Marketing Manager in **researching** vendors, partners, and new audience engagement opportunities, including group sales.
- Track and report on **key marketing metrics** to assess campaign performance.
- Archive **logins, source files, and templates** (e.g., Gallery Signs, Stanchion Signs, Playbill swaps) to ensure accessibility for marketing updates.
- Provide **support for marketing campaigns**, including **ordering, managing, and coordinating** the distribution of print signage, flyers, and other promotional materials within the Arts Center and throughout the region.
- **Document processes** and **archive** press releases, photos, and coverage.

Qualifications:

- Strong **organizational skills** with the ability to manage multiple tasks while maintaining **attention to detail**.
- Proficiency in **social media platforms** and experience creating engaging content.
- Comfortable navigating and using **computer and web applications**, including Microsoft Office Suite, Google Suite, and web content management systems (such as Drupal, WordPress).
- Strong **communication skills, especially writing** with a strong grasp of conventions of grammar and style.
- **Graphic design, illustration, and layout experience. Adobe Creative Suite** proficiency is strongly preferred.
- Ability to **lift and transport promotional signage** to multiple locations as needed is preferred.

Compensation & Benefits:

- **Salary:** \$43,000-\$47,000 annually.
- Full-time, in-person position, Monday - Friday, with occasional evening/weekend hours for events.
- Comprehensive benefits package.
- Complimentary access to The Umbrella's **concerts, professional theater productions, gallery exhibitions, and Open Studios**.
- Deep discounts on arts education classes, including dance, pottery, woodworking, and more.
- Convenient location near the **MBTA Fitchburg Line Concord stop** and easily accessible from Route 2, with ample free parking.