



INSTITUTE OF
CONTEMPORARY ART
SAN DIEGO

Marketing Manager

Job Description

The Marketing Manager at the ICA San Diego will manage press, communications, and audience-building efforts of regular programs and exhibitions, organize and manage special events at both locations throughout the year. They will develop the marketing plan for the organization and oversee the implementation of all aspects of marketing. This position reports to the Director of Advancement for communications, marketing and media relations.

Responsibilities

Communications/Marketing

- Manage the communications program for the “customer journey” and create a marketing plan that includes email, newsletters, social media, web content to keep our community informed of programs, events and news, all while engaging with new communities and people.
- Work with the ICA San Diego team in collecting and coordinating timely, valid, and appropriate information for dissemination and creation of marketing/collateral materials.
- Update and maintain the icasandiego.org website through Wordpress.
- Administer and assist with audience-building events.
- Targeted marketing campaigns for exhibitions and special events.
- Work with the Graphic Designer to design collateral for the exhibitions, education and public programs.
- Oversee/assist with printing of collateral materials such as postcards, newsletters, brochures, etc.
- Create and administer/oversee Mailchimp and Social Media plan, as part of the larger Marketing plan. Write content for the newsletter, web content, and social media.
- Attend marketing/community meetings as the ICA San Diego representative, distribute and explain marketing/collateral material, promote the ICA San Diego events, programs and exhibits.

Media Relations

- Ensure coverage of the ICA San Diego programs, events, and news by regional and national magazines, newspapers, websites and social media.
- Develop and oversee the advertising budget for select radio and television advertisements.
- Write and disseminate press releases.
- Pitch local San Diego and national media to keep them updated regarding the ICA San Diego news/programs/developments.
- Create, build and maintain relationships with local San Diego and national media.
- Field media inquiries and requests. Provide the ICA San Diego and artist information, photographs/images, and credits/captions to media per need.



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- Maintain active press list and press contacts.
- Invite press to events; manage and assist press during events.
- Track press clips and oversee organization of the press archive.
- Update/add the ICA San Diego information and events to calendar and media/online listings.

Skills and Experience

- At least 5 years experience in marketing for a non-profit organization and/or press relations and/or online marketing
- Experience with Wordpress platform and integrations with various software
- Experience with Mailchimp and writing marketing language for a non-profit arts organization
- Experience editing texts
- Excellent written and oral communication skills
- Ability to assess priorities and work well under pressure; excellent time management, problem solving and analytical skills
- Discretion to handle confidential legal and financial information
- Strong organizational skills to effectively manage multiple projects, flexible
- Attention to detail
- Ability to work independently without constant oversight
- Proficiency in Microsoft office programs
- Knowledge of Adobe Photoshop and Illustrator programs
- Preferred past experience at a non-profit arts organization
- Preferred experience in photography and/or videography
- Preferred past experience with social media marketing

Status: Full-time, exempt employee. \$50,000 salary.

Hours: Some evening and weekend hours are required as well as travel within the region.

To apply send your cover letter, resume and a writing sample to hr@luxartinstitute.org.