



Job Title: Marketing and Constituent Services Assistant Manager

Reports to: Marketing and Communications Manager

Position type: **Fulltime** (40 hours per week), **Hybrid** (3 days remote, 2 days in-office, subject to change)

Job Overview: The Marketing and Constituent Services Assistant Manager, a key member of the Constituent Services team, that supports capacity building, community engagement, and marketing programs and leads smaller initiatives for the Arts and Humanities Council of Montgomery County (AHCMC) in collaboration with the Deputy Director and under the supervision of the Marketing and Communications Manager. This team member also assists in the coordination, production and promotion of agency-wide events and initiatives.

Constituent Services Responsibilities Include:

- Supporting the promotion and management of the full MarketPower cooperative marketing suite including program development, subscriber acquisition and user engagement with the Deputy Director.
- Assisting the Deputy Director in locating and engaging new MarketPower subscribers and CultureSpotMC.com advertisers from across Montgomery County.
- Coordinating the MarketPower cooperative advertising program, providing day-to-day support to participants, crafting communications and announcements, and facilitating the layout and design of cooperative advertisements with the graphic designer.
- Tracking MarketPower participation and use for each subscriber. Utilizing program tracking to create end-of-year participation reports in collaboration for the Grants Department.
- Managing the content and daily operations of CultureSpotMC.com, publishing editorial content, reviewing and approving user-submitted content/events, and providing technical assistance and support to users under the supervision and direction of the Deputy Director and Marketing and Communications Manager.
- Facilitating and promoting the ticket giveaway and ticket donation program; liaising with MarketPower subscribers and giveaway winners.
- Supporting the planning and production of the annual MarketPower professional development series
- Working with program vendors and contractors under the direction of the Deputy Director.
- Implementing targeted community engagement programs and initiatives to increase use of AHCMC services, promote special programs, and deepen community relationships with Montgomery County's diverse and varied residents and communities as a member of the Constituent Services Team.
- Producing the Guide to Children's Arts Activities twice annually, in both English and Spanish; distributing the publication to every Montgomery County Public Elementary School student, Montgomery County Public Libraries, and targeted middle and high schools. *Spanish fluency is not required.*



Marketing and Communications Responsibilities Include:

- Collaborating with the Marketing and Communications Manager to engage audiences and build virtual communities online by developing content strategies and creating graphic, video, and written assets for social media accounts on Facebook, X (Twitter), and Instagram.
- Coordinating the weekly Culture Spotlight email newsletter production, content and design/layout.
- Coordinating the production of AHCMC's monthly jobs & opps and news & views email newsletters with the Marketing and Communications Manager
- Analyzing engagement data, trends and interactions to inform digital communication campaigns and building online communities with the Marketing and Communications Manager.
- Providing administrative, program, and event/production support for agency-wide events.
- Updating websites, building graphic assets, and assisting in video and photo editing.
- Other duties as assigned.

Skills and Qualities Desired:

- Previous marketing, communications, public relations, graphic design and/or online engagement/social media work experience required.
- Bachelor's Degree or equivalent experience.
- Creative self-starter with close attention to detail and excellent time management skills.
- Detail oriented, process driven individual who enjoys creating and maintaining systems and structures.
- Proficiency in Canva or Adobe Creative Suite, and the Microsoft Office Suite.
- Technology-minded individual comfortable with Apple products/Mac computers, & cloud-based systems.
- Energetic personality, active sense of humor, and a knack for creative problem-solving.
- Ability to work in a fast-paced collaborative environment while meeting deadlines.
- An interest in marketing, capacity building, and technology for nonprofits and creative professionals.

Annual Salary and Benefits: Salary Range \$50,000 to \$53,000, commensurate with experience. Benefits package includes paid vacation, sick leave, health insurance, 403(b) plan, parking or public transit allowance. No relocation allowance. The position is open until filled; however, the expected start date is December 1, 2024 and no later than January 15, 2025.

To Apply: Send a cover letter and resume detailing experience with contact information for three professional references to HR@creativemoco.com with the subject line: "Marketing and Constituent Services Assistant Manager". *No phone calls, please!* **Applications Deadline: November 4, 2024.**



ABOUT CURRENT CONSTITUENT SERVICES INITIATIVES

MarketPower: A subscription program of robust marketing and professional development services including:

- Discount cooperative print and digital advertising with Bethesda Magazine and The Washington Post
- Special advertising opportunities on CultureSpotMC.com and the Culture Spotlight email newsletter
- Event, news, and classifieds listings on CultureSpotMC.com, AHCMC's promotional website featuring arts and humanities articles and an online events calendar featuring hundreds of events per year.
- Professional development events and workshops in marketing and communications.
- The Culture Spotlight newsletter, a weekly email featuring that week's articles, seven cultural events from the CultureSpotMC.com calendar, and a ticket giveaway of the week.

The Guide to Children's Art Activities: The Guide is a print publication presenting Montgomery County arts, humanities, and cultural organizations who offer after-school, weekend, and camp opportunities for K-12 students. The Guide is printed twice a year and distributed to all 100,000 elementary students in Montgomery County Public Elementary Schools and Montgomery County Public Libraries in English and Spanish. The Guide is also distributed online through Creativemoco.com and CultureSpotMC.com.

ABOUT ARTS AND HUMANITIES COUNCIL OF MONTGOMERY COUNTY

The arts and humanities in Montgomery County, Maryland, are vibrant and vital to the well-being of our community. Since 1976, the Arts and Humanities Council of Montgomery County (AHCMC) has been the county's designated local arts agency, committed to providing non-profit organizations, artists and scholars with the resources they need to continually bring quality arts and humanities to this community. AHCMC's vision is to provide leadership that sustains arts and humanities organizations, artists and scholars and inspires participation in our County's rich cultural assets. In addition to distributing over \$6 million in grants each year to organizations and individuals, AHCMC provides marketing resources and opportunities to the arts and humanities community in Montgomery County.