



The Art Effect empowers youth to develop their artistic voice to shape their futures and bring about positive social change. Based in Poughkeepsie, we help young people in the Hudson Valley explore, experience, and excel in the arts by introducing them to visual arts and media, giving them the opportunity to develop real skills in these fields, and guiding them towards achieving their academic and career goals. The Art Effect is in a period of growth, having just completed a new strategic plan and theory of change and is looking for a full-time Development and Communications Assistant.

Marketing and Communications Assistant (Full time)

POSITION SUMMARY

This is a full-time position offering health insurance benefits, 401K, paid vacation, and other employee benefits.

The Art Effect's Marketing and Communications Assistant will contribute to a cutting-edge creative organization whose projects and campaigns make a positive impact in our community. This position is responsible for promoting the mission and work of The Art Effect. The successful candidate will assist with all of the organization's print and media communication: crafting and following up on press releases; writing website content, marketing, assisting with donor fundraising campaigns, and social media messaging; promoting events and supporting program attendance/registration; and drafting collateral materials. As a member of The Art Effect team, the Marketing and Communications Assistant will work across several departments, and with program managers and constituents impacted by our work to help develop print and web-based material.

The position requires an exceptionally organized individual capable of juggling multiple high-priority projects. Strong writing/editing skills and attention to detail are essential. An understanding of the latest social media tools, platforms, and trends, and experience with web content development, brand management, graphic design, and project management is a plus. This is an exciting position with growth potential for the right candidate as The Art Effect grows and expands our reach across the Hudson Valley.

RESPONSIBILITIES/DUTIES

- **Communications:** Assist with the development of successful campaigns across The Art Effect's programs, events, and initiatives through multiple methods and platforms
- **Community Development:** Assist with creative strategies to increase audience and engagement techniques for students, alumni, partners, families, event attendees, and clients.
- **Writing:** Draft and edit content for a wide range of communication deliverables, including press releases, social media posts, web content, emails, reports, proposals, and presentations

- **Create graphics:** design flyers, e-blasts, ads, social media content, and other promotional materials
- **Social Media:** Assist with promotional elements via social media platforms including Facebook, Instagram, Linked-In, Discord, and others including drafting content, creating graphics, promoting events, and interacting with social mentions, and between partners, followers, the community, and the company, and ensure a positive customer service experience
- **Data Management:** Maintain and update CRM, calendars, mailing lists, photo storage, and internal communication tools

GENERAL ADMINISTRATIVE:

This position will also help with general administrative needs such as answering phones, proofreading correspondence, preparing materials for events, photographing events and classes, and other tasks as needed.

EXPERIENCE AND SKILL REQUIREMENTS:

- BA/BS degree in Marketing, Communications, Journalism, or related field;
- Advanced proficiency in MS Office, Google software and Adobe Suite;
- Familiarity with CRM systems as well as Asana, Trello, or
- other project management tools a plus;
- Excellent communication and interpersonal skills;
- Stellar writing skills, able to write succinctly and creatively;
- Must be able to manage tasks independently and also carry out projects as a productive member of multiple staff teams;
- Demonstrated ability to work calmly and maintain good judgment in a fast-paced environment.

SALARY: \$40,000

The Art Effect is committed to the principle of equal employment opportunity and to providing employees with a work environment free of discrimination and harassment. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

To apply, please send a **resume with a cover letter, salary expectations, and three references** to info@thearteffect.org with the job title and your name in the subject line. This position is open for immediate employment. No phone calls, please.