

Monday, November 20, 2017

BOLD Arts Marketing Associate

Company: BOLD Arts
Location: Cranford, NJ
Compensation: \$20 per hour

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Photo by Celena Sinko

POSITION SUMMARY: The Marketing Associate develops and implements marketing strategies for all BOLD Arts camps, as well as engaging and expanding BOLD's constituents regularly. All work for this position will be done remotely.

PRIMARY RESPONSIBILITIES:

- Research parent and family publications' marketing packages for New York and New Jersey and propose best use of marketing budget for camps
- Develop strategies that detail each element of a marketing campaign including a timeline, anticipated implementation, and means of written e-communication, social media, and/or other collateral.
- Implement each aspect of the marketing campaign while communicating regularly with BOLD Arts Co-Founders
- Work in tandem with BOLD's Graphic Designer on promotional designs and art needed for each campaign.
- Create, design, and send BOLD Arts e-blasts as they pertain to the campaign timeline.

QUALIFICATIONS AND SKILL REQUIREMENTS:

- 1-2 years of experience in marketing.
- Excellent writing, editing, and communication skills that embody BOLD's positive and authentic tone.
- Ability to meet deadlines and utilize time wisely.
- Attention to detail and strong organizational skills.
- Strong skills using social media interfaces such as Facebook, Hootsuite, and Instagram.
- Plus is experience marketing to parents or communities that serve children

TIME COMMITMENT: 1-3 hours per week, with maximum of 25 billable hours per 6 months

BOLD Arts
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