

**Education Center**

5339 Chamblee Dunwoody Rd.  
Atlanta, GA 30338  
770.394.3447

**Gallery & Gift Shop**

4681 Ashford Dunwoody Rd.  
Atlanta, GA 30338  
770.394.4019

[www.spruillarts.org](http://www.spruillarts.org)

**JOB TITLE: MARKETING MANAGER**

**SALARY RANGE: \$40,000 - \$50,000 based on experience**

**REPORTS TO: CEO**

**JOB DESCRIPTION:**

The Marketing Manager is a key team member in our organization and reports directly to the CEO. Working with our Education and Registration departments, the Marketing Manager creates full marketing plans to increase awareness and drive enrollment at Spruill. The Marketing Manager also supports the Spruill Gallery in promoting exhibits, calls for entries, and in helping to activate the gallery space. The Marketing Manager often serves as the face of Spruill in our community outreach efforts and in support of our mission of fostering creativity and social connections through the Arts. Spruill Center for the Arts offers an incredible benefits package that includes health, vision, and dental, employer retirement contribution, PTO and work from home flexibility, free class enrollment, professional development, and more.

**SKILLS/EXPERIENCE DESIRED:**

- Minimum of a B.A Degree in Advertising, Marketing, Public Relations, Communications or related field or equivalent work experience
- Understanding of general marketing principles: product, place, price, promotion, and people
- Experience in marketing through website, newsletter, social media, print and digital advertising
- Knowledge of WordPress, website maintenance, and SEO
- Proficient use of Microsoft Office programs and other graphic design programs
- Experience in social media platforms
- Ability to communicate effectively, verbally and written, with a wide variety of people including external and internal audiences
- Experience in nonprofit preferred, but not required
- Background in the arts and culture preferred, but not required
- Ability to manage multiple projects and priorities
- Ability to create and execute long range planning and activities Ability to work as a team player, with a small, effective team

**RESPONSIBILITIES INCLUDE:**

- Maintain [spruillarts.org](http://spruillarts.org)
  - Continuously evaluate and update the website as needed to ensure current content and audience engagement
- Coordinate and implement all marketing and advertising for Spruill Center for the Arts

- Event Promotions
  - Summer and school break camps
  - Year-round classes and peak enrollment periods
  - Gallery exhibits and events
- Manage brand guidelines and execution of the brand
- Work with Spruill's graphic designer to develop marketing materials
- Manage all social media for Spruill Center for the Arts and explore relevant outlets
  - Develop and implement social media strategy
- Coordinate with Education Department and Registrar to promote classes
  - Assist registrar as needed with messaging and creating email marketing campaigns announcing registration openings, classes beginnings, and promoting lagging enrollments
  - Help create quarterly digital catalog of class and workshop offerings
- Coordinate all PR efforts
  - Write press releases and distribute to media and other influencers
  - Maintain and grow media relationships
  - Coordinate and/or assist with special events including but not limited to: Gallery openings and events, Jewelry Market, Bowl Sale, Open House, Spirits for Spruill, Artistic Affair Fundraiser, and Instructor Party
- Develop content for monthly newsletter and distribute via email
  - Manage database in email marketing software (currently Robly)
- Liaison for Spruill Arts Guild
  - Manage and oversee annual fundraiser, Artistic Affair
  - Work with Guild to develop timeline for event
  - Coordinate design and mailing of invitation
  - Solicit auction items from Spruill instructors
  - Manage auction site
- Manage and oversee marketing of development campaigns and events
- Develop annual Impact Report for the organization
- Coordinate with City of Dunwoody Staff to effectively promote ongoing activities at Spruill

#### **ABOUT SPRUILL CENTER FOR THE ARTS:**

For 45 years, the Spruill Center for the Arts has been devoted to providing arts education and enrichment to the metro Atlanta community. Spruill Center for the Arts provides over 600 visual arts classes in a variety of disciplines annually to thousands of students of all ages and skill levels. Our Education Center offers state-of-the-art, advanced equipment and stellar instruction by top artists from metro Atlanta, nationally and internationally. The Spruill Gallery mounts four to six exhibitions each year in a variety of mediums and hosts the annual AMPLIFY public art installation. The Gallery's exhibits promote emerging artists, established artists and the artwork created by students and instructors at the Education Center.

After months of planning and with the involvement of numerous key stakeholders from diverse viewpoints, the Spruill Center for the Arts board approved a full strategic plan in October of 2020 that serves as our compass for impact in the coming years. We have an aggressive plan for growth including expanding our existing space in a creative, artistically driven manner.

**Interested? Please send a cover letter and resume to [amothner@spruillarts.org](mailto:amothner@spruillarts.org)**