

**Position Title:** Graphic Design and Marketing Coordinator

**Reports to:** Bayshore Arts Center Director

**Location:** Bayshore Arts Center, UW-Green Bay Marinette Campus – 750 W. Bayshore Street, Marinette WI 54143

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## **Position Overview**

The Graphic Design and Marketing Coordinator at Bayshore Arts Center (BAC) will be responsible for developing and executing marketing strategies to promote the theatre's productions, events, and brand. This role combines both marketing expertise and graphic design skills, requiring the individual to create compelling visual content, manage digital and print marketing campaigns, and help grow the theatre's audience base. The ideal candidate will have a passion for the arts, an eye for design, and a strong understanding of digital marketing and branding.

## **Compensation and Schedule**

This position requires about 10 hours a week, worked during office hours. Hours will be scheduled with the BAC Director. Work space is available onsite. There may be an opportunity to work from home. Hourly rate is \$18.00/hour.

## **Key Responsibilities**

- **Marketing Strategy & Execution:**
  - Assist in the development and execution of comprehensive marketing plans to promote the theatre's productions, events, and programs.
  - Create and manage digital marketing campaigns across social media platform (Facebook), email newsletters and announcements (MailChimp), and the website (ElfSight Calendar).
  - Help implement targeted marketing strategies to reach new audiences and build relationships with current patrons.
- **Graphic Design & Visual Content Creation:**
  - Design visually appealing and on-brand marketing materials for print and digital use, including posters, social media graphics, email templates and Playbills..
  - Work with the BAC Director to create cohesive visual branding that reflects the theatre's mission and creative vision.
  - Assist in designing and producing promotional videos or animated content as needed.
  - Ensure all design work maintains consistency with the theatre's overall brand guidelines.
  - A Canva Pro account and Adobe Creative Suit access will be supplied by the organization.
- **Content Management & Social Media:**
  - Manage and update the theatre's website with relevant content, including event information, blog posts, and news.
  - Oversee and create content for social media channel (Facebook) ensuring regular posting and engagement with followers.
  - Coordinate social media ad campaigns to promote productions, events, and special offers.
  - Monitor social media trends and identify opportunities to creatively engage the theatre's audience.
- **Collaborative Planning:**

- Collaborate with the BAC Director to ensure marketing efforts align with upcoming productions and events.
- Communicate with the BAC Director to ensure marketing and design materials are timely and accurate.
- **Brand Management:**
  - Ensure that all marketing materials, both print and digital, align with the theatre's brand and messaging.
  - Develop creative concepts that reflect the tone, style, and artistic direction of each production or event.
  - Assist in maintaining brand consistency across all platforms, including promotional materials, social media, and advertisements.
- **Administrative Support:**
  - Help maintain an organized filing system for marketing assets, such as design files and promotional materials.

## Qualifications

- Experience in Marketing, Graphic Design, Communication, or a related field preferred.
- Proficiency in graphic design software (Canva, Adobe Creative Suite: Photoshop, Illustrator, InDesign, etc.).
- Familiarity with social media platforms, content management systems, and email marketing tools (Facebook, MailChimp, etc).
- Strong written and verbal communication skills, with an understanding of how to create engaging content.
- Strong organizational skills and the ability to manage multiple projects with deadlines.
- A passion for the arts and a keen eye for design, creativity, and detail.
- Experience with video editing and motion graphics is a plus.

## Physical Requirements

- Ability to sit or stand for extended periods while working at a computer.

## Application Process

Interested candidates should submit a brief description of their interest in the position, as well as 2-4 examples of graphic design work. Candidate must be 18 years or older. Submissions can be directed to [bayshoreartscenter@uwgb.edu](mailto:bayshoreartscenter@uwgb.edu)

Bayshore Arts Center and UW-Green Bay Marinette Campus is an equal-opportunity employer and encourages candidates from all backgrounds to apply.