

**Job Title:** Director of Marketing and Public Relations  
**Reports To:** Cabarrus Arts Council Executive Director  
**FLSA Status:** Full-time, Exempt



The Cabarrus Arts Council presents, promotes and inspires creativity throughout our community. The arts council programs and operates the Davis Theatre and The Galleries, conducts one of North Carolina's largest art-in-education programs for both the Cabarrus County and Kannapolis City school systems, supports arts organizations and artists through grants and workshops, and serves as a catalyst and consultant for public and corporate art.

### **Job Purpose**

The Director of Marketing and Public Relations is responsible for fostering positive regard and engagement with the arts council through strategic, proactive and measurable public relations, advocacy, and marketing efforts. The director seeks ways to promote the activities of the arts council and other arts providers throughout the community through information creation and disbursement of both visual and written content, in traditional and digital formats.

### **Essential Duties and Responsibilities**

- Create and implement an annual marketing plan
- Plan and oversee the annual marketing budget
- Strategize, research, write and implement arts council marketing campaigns for all arts council initiatives
- Manage the content, appearance and relevance of the arts council website
- Increase community awareness of CAC programming through newsletters, e-blasts, newspaper column, social media platforms, printed materials, branded supplies, and both paid and organic advertising
- Ensure sponsors/corporate donors are receiving agreed marketing benefits throughout the year
- Coordinate and supervise work of photographers, designers, printers, volunteers and other outsourced marketing support
- Present CAC opportunities and activities at area festivals and coordinate volunteer support for these initiatives
- Actively seek ways to promote the work of arts organizations and creative individuals from across Cabarrus and serve as a resource for them in doing their own promotions
- Represent the arts council in the community at events and on committees
- Support Cabarrus Arts Council productions, gallery exhibits, fundraisers and events

### **Job Qualifications**

- Demonstrated success planning and implementing comprehensive marketing and public relations campaigns
- Skilled in creating compelling written, spoken and visual communications that appeal to diverse audiences; ability to convey complex ideas through brief, simple materials; experience and credibility when presenting materials to external audiences
- Comprehensive knowledge and proficiency in Microsoft Office365 applications, particularly Word, PowerPoint, Outlook, Excel. Experience with website, email and social media platforms or CRM
- Excellent interpersonal and leadership skills including listening and seeking clarifications; active participation in meetings and work with teammates; initiating work in support of the organization's mission; self-directed learning; and ability to give and receive feedback
- Demonstrated ability to work with diverse communities (race, ethnicity, socio-economic)
- Keen ability to balance emerging priorities while maintaining strong attention to detail
- Desired qualifications: Spanish language proficiency; familiarity with the arts
- This is a full-time, year-round position requiring flexibility to work evenings and weekends

### **Education/Experience**

- Bachelor's Degree from an accredited college or university
- A minimum of 4 years of demonstrated success in marketing or public relations roles.

## Compensation

Salary starts at \$56,000. Cabarrus Arts Council offers generous PTO and paid holidays; optional retirement plan with employer matching contributions; opportunities for professional development; and a lively, creative work environment. The Cabarrus Arts Council is committed to creating a welcoming workplace, proud to be an equal opportunity employer and invites a diverse pool of candidates in this search.

## To Apply

Email cover letter, resume, and three references with **DMPR Application** in the subject line to [liz@cabarrusartscouncil.org](mailto:liz@cabarrusartscouncil.org). Applications will be evaluated in the order they are received. No phone calls, please.

Application review begins June 18th and continues until the position is filled.

---

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of the position given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description. Fair Labor Standards Act (exempt/non-exempt) is designated by position. The employer actively supports Americans with Disabilities Act and will consider reasonable accommodations.