

Special Events and Marketing Coordinator

Wiregrass Museum of Art is seeking to fill the full-time position of Special Events and Marketing Coordinator. Working with the Director of Advancement and in collaboration with other staff, this position is responsible for the planning, managing, and execution of special events, and implementing marketing strategies at the Wiregrass Museum of Art. The Special Events and Marketing Coordinator will be an integral part of WMA's team by helping to realize and promote meaningful and unique events, which will serve to provide an excellent environment for patrons to experience art, will strengthen our relationships, and will reflect the WMA brand and mission.

Chief responsibilities include managing regularly occurring, occasional, and one-time events, with the opportunity to envision new opportunities to further the museum's mission through public engagement. Current museum special event programming includes Art After Hours, Yard Party for Art, the museum's annual member party One Night Only, volunteer appreciation and educator appreciation events. Additional events include elevated experiences, including "the green leaf" and future prospective fundraising events, to include major galas and/or celebrations. This position will also help to advance the museum's mission through digital communications, including the creation and implementation of social media, email, and other online marketing outlets, and creating digital content to use across platforms. The ideal candidate will be a creative event planner who is highly organized, deadline driven and is eager to create high quality and exciting experiences for the museum's broad, diverse audiences.

Primary duties include:

- Under supervision, this position is responsible for planning and overseeing the implementation of special events and other activities for the general public, members and donors, key stakeholders, and volunteers, and will work with museum staff, volunteers, and vendors.
- Coordinates with various departments the scheduling and use of facilities for events. Plans event design and production, coordinating thematic elements, developing timeline and floor plan, organizing program and collateral materials, fulfilling donor and sponsor commitments, producing post-event reports, and providing information for wrap-up meetings.
- Helps monitor event-specific revenues and/or expenditures to stay within an assigned budget.
- Manages and prepares invitations and mailings for the museum, including the museum's newsletter and event invitations.
- Coordinates RSVP lists. Updates relevant information in the museum database.
- Contracts with and oversees various outside vendors for various aspects of museum events, such as catering, decoration, lighting, entertainment, photography, rental equipment, etc. Organizes staffing and volunteer needs for events.
- Provides information and documentation for donated volunteer time, in-kind gifts, etc, for the Director of Advancement to process gift recognition.
- Prepares documentation and writes reports for staff, as well as museum publications, website, social media, and other external communications as requested.
- Prepares select digital communications for the museum, including social media, email and newsletters.

- Promotes all museum activities, including annual arts programming, and communicates the museum’s mission, offerings, and opportunities for constituents to become involved at WMA. Works with diverse constituencies, including the general public, members and donors, key community stakeholders, artists, vendors, volunteers, and others.
- Works all appropriate events and performs other duties as assigned, including evenings and weekends, as applies.

Secondary Duties:

- Promotes WMA’s Conference Center as a rental venue and works to communicate and collaborate with contract team members on rental events.
- All other duties as assigned.

Experience:

Minimum of three years progressively responsible experience in planning and implementing special events. Candidates should be proficient in Microsoft Office, Google Drive, social media platforms and have knowledge of current marketing strategies, and should be able to communicate effectively over the phone and in person. Knowledge of the Wiregrass area audience, philanthropic community, and events environment is desirable.

Associate’s Degree and/or equivalent level of training and experience is desired. Graphic design and digital content creation experience is preferred, including knowledge of and experience creating within the Adobe Creative Suite.

This position will add to a dynamic team of staff, board members, and volunteers who collaborate closely year-round to further the museum’s mission. WMA’s Advancement Department focuses its work on development and marketing goals and strategies and offers room for growth within this position.

Benefits include paid holidays, time off and an available matching retirement program. This full-time position requires availability Monday-Friday during the museum’s operating hours, and some evening and weekend hours for scheduled events. Annual salary range: \$27,000 - \$42,026.

To apply, please send a cover letter, resume, and references to Melissa Rea, Director of Advancement, at mrea@wiregrassmuseum.org with “Special Events Position” in the subject line. Due to the anticipated number of applications, please do not inquire by phone.

Wiregrass Museum of Art is an Equal Opportunity Employer. We will not discriminate based on race/creed/national origin/religion/color/sex/age/pregnancy/disability or veteran status.