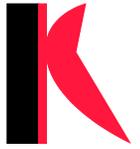


## Marketing & Development Manager Job Description

KRASL ART CENTER

707 Lake Boulevard  
Saint Joseph, Michigan 49085



### **Position Summary**

The Marketing & Development Manager is responsible for planning, oversight of and implementation of all of the Krasl Art Center's marketing strategies, patron communications, and public relations. The manager ensures timely, effective, and efficient marketing and communication strategies, and cohesive messaging across materials and efforts. The position includes cultivation of mutually beneficial business relationships to foster and generate new sponsorships for KAC programs.

The ideal candidate is enthusiastic about sharing the Krasl Art Center mission and brand, has demonstrated effectiveness in communicating ideas in concise words and images, and excels at communicating across all platforms; in person, through digital media and in written word.

This position offers growth potential for a motivated self-starter.

### **Primary Responsibilities**

- Set and guide the strategy for all marketing efforts and messaging to consistently communicate the KAC's new mission, vision, and brand.
- Manage the development, distribution, and maintenance of all print and electronic collateral.
- Coordinate all media correspondence and interviews. Maintain and build new media relationships.
- Manage external resources including website designers and graphic designers.
- Identify, cultivate, develop, and maintain close relationships with corporate sponsors to secure targeted sponsorship dollars each year.
- Maintain and grow the KAC reputation, attendance, membership and visitors.

### **Qualifications**

- Two years of experience with brand promotion.
- Degree in marketing, advertising, communication or related field.
- Experience building corporate partnerships.
- Superior written and oral communication skills for both small and large group settings.

### **Desired Attributes**

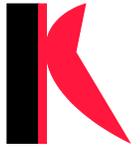
- Marketing savvy and experience with innovative print, web based and events strategies.
- An independent, energetic and creative thinker who is able to conceive, produce and simultaneously execute multiple compelling marketing materials on time and within budget.
- Interest in leveraging unique special events, appealing to a diverse audience base, to promote mission and brand.
- Strong understanding of graphic design, visual language, social media and web management.
- Accomplished at interfacing and engaging audiences from diverse socio-economic, religious, cultural backgrounds.
- Ability to build, motivate and work within a team to accomplish organizational goals.
- Exceptional interpersonal skills, a sense of humor and desire to work amongst a dynamic team is essential.
- Strong organizational and analytical skills.
- Commitment to the goals and values of the organization.
- Ability to thrive in a dynamic and changing non-profit environment.
- Excellent project management and problem-solving skills
- Passionate and creative with a strong sense of initiative.

**Marketing & Development Manager  
Job Description**

KRASL ART CENTER

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707 Lake Boulevard  
Saint Joseph, Michigan 49085



This is a full-time position offering a comprehensive benefits package.

Review of resumes will begin on October 1, 2017.

**About the Krasl Art Center**

707 Lake Blvd. St. Joseph, MI 49085

[www.krasl.org](http://www.krasl.org) p: 269-983-0271, f: 269-983-0275

Krasl Art Center offers exciting opportunities for achievement, growth and ownership of success in an established visual art center and in an emerging culturally significant community. Located in St. Joseph, Michigan overlooking Lake Michigan, KAC is 90 miles from Chicago, IL and Grand Rapids, MI. The KAC staff and teaching faculty are comprised of fun, competent and enthusiastic professionals.

The Krasl Art Center's varied audience base includes rural populations, second home owners, local families and retirees, community organizations and schools, and weekend and summer tourists.

**How to Apply:** Email cover letter, resume, salary requirement, and a relevant work or writing sample to Julia Gourley, Executive Director, at [jgourley@krasl.org](mailto:jgourley@krasl.org). Include your last name and MKTMGR in the subject line.

No phone calls, please.