

Marketing & Communications Manager

Reports To: Executive Director

Status: Non-Exempt (Part-Time)

Schedule: Approximately 20 hours per week; Hybrid; occasional evening and weekend availability required.

Compensation: \$28–\$32 per hour, commensurate with experience

Benefits: Two weeks of paid time during The Center’s annual winter closure.

Position Summary

The Marketing and Communications Manager develops and carries out The Center for Contemporary Art’s marketing and communications strategy. This is a hands-on position responsible for both planning and day-to-day execution, including creating content, managing social media and email campaigns, maintaining the website, coordinating advertising, and tracking results. The manager also oversees education social media, supervises a marketing intern, collaborates with staff to promote programs and events, and coordinates with the outside web developer when technical support is needed.

Primary Responsibilities

- Develop and carry out an integrated marketing and communications plan supporting class and camp enrollment, exhibitions, fundraising, membership, and community awareness.
- Maintain the master marketing and communications calendar, establish campaign timelines, set priorities, and coordinate deliverables.
- Plan and create digital campaigns across social media, email, the website, paid advertising, and community channels.
- Take responsibility for the organization-wide social media strategy and calendar, including content for education, exhibitions, events, outreach, and fundraising.
- Write promotional copy, email campaigns, event announcements, press releases, website content, and other marketing communications.
- Manage email marketing, including audience segmentation, campaign creation, scheduling, and performance review.
- Make routine website updates through WordPress and coordinate with outside web developer as needed.
- Create, launch, monitor, and adjust paid digital advertising campaigns, including Google Ads and Meta campaigns, within approved budgets.
- Use platform analytics, Google Analytics, enrollment data, and campaign results to evaluate performance and recommend adjustments.
- Work with staff and the marketing intern to gather program information, photographs, video, testimonials, and other content; review all materials for accuracy, quality, brand consistency, and timing.
- Draft and coordinate press releases, media outreach, and promotional partnerships.

- Build relationships with local businesses and community partners for cross-promotion and collaborative marketing opportunities.
- Maintain organized photo, video, design, and brand assets and ensure appropriate permissions and file naming.
- Supervise and mentor the marketing coordinator or intern, assign work, provide feedback, and ensure deadlines are met.

Qualifications

- Bachelor's degree in marketing, communications, digital media, graphic design, or a related field preferred, or an equivalent combination of education and relevant professional experience.
- Three to five years of relevant marketing or communications experience, with demonstrated ability to develop strategy and turn it into practical campaigns and measurable results.
- Strong writing and editing skills, with the ability to create effective content for email, websites, social media, press, and print.
- Hands-on experience managing social media channels and creating graphics, photography, and short-form video using Canva or similar tools.
- Experience with email marketing, social media scheduling tools such as Hootsuite, and digital analytics.
- Familiarity with WordPress or another publishing content management system; specific WordPress experience is not required for a tech-savvy candidate willing to learn.
- Working knowledge of SEO and paid digital advertising; experience with Google Ads, Google Analytics, Meta Business Suite, or similar platforms is preferred.
- Strong organizational skills, sound judgment, and the ability to manage multiple deadlines, work independently, collaborate with staff, and supervise an intern.
- An interest in the arts, nonprofit organizations, and community engagement is preferred.

How to Apply

Please send a resume, cover letter, and two or three relevant work samples or portfolio links to jobs@ccabedminster.org

Applications will be reviewed as received.

About The Center

The Center for Contemporary Art is a nonprofit art center in Bedminster, New Jersey, dedicated to providing a vibrant, inclusive, and inspiring environment for people of all ages and abilities to engage with contemporary art through education, exhibitions, and community programs.

The Center for Contemporary Art is an equal opportunity employer. We welcome applicants with varied career paths, including professionals returning to the workforce.