



CREATIVE CONTENT MANAGER

The Saugatuck Center for the Arts is West Michigan's lakeshore destination for experiencing the joy of professional theater and music, transformative education for children and adults, and meaningful connection. We are a community asset, a collaborative partner, and are deeply committed to building a stronger, more vibrant regional arts & cultural landscape.

OPPORTUNITY | The Saugatuck Center for the Arts is seeking a creative, bold, and compassionate individual with a broad skill set to maximize our marketing, build brand recognition, and expand our reach. This employee will serve as Creative Content Manager, directly working alongside the Marketing Manager, as well as in tandem with other SCA managers to plan and execute events, education, outreach, and entertainment.

RESPONSIBILITIES | The Creative Content Manager will support multiple projects from idea to action to assessment; including digital brand management, educational programming, advertising campaigns and general promotion, institutional branding, fundraising and sponsorship support, and a multitude of other support for the Marketing Manager.

Primary responsibilities include:

Graphic Design

- Creating print materials such as brochures and fliers
- Building educational programming based on curriculum provided by the Education Department
- Creating graphics/images to use on social media promotions
- Crafting advertisements to be used in print materials and digital campaigns

Digital Content Management

- Social Media Management including, but not limited to, Facebook, Instagram, and Google
- Third-Party Site Management such as Saugatuck/Douglas CVB, PureMichigan, West Michigan Tourist Association, BroadwayWorld, and others
- Email Marketing including general emails and targeted campaigns
- Website maintenance when necessary including creating events, pages, and blog posts
- Posting and managing open positions when hiring
- Creating content to utilize in digital branding, including graphics, photos, and short video

Institutional Branding

- Day to day photography and videography
- Creating support assets for general promotion of the SCA brand
- Participating in team building activities and brainstorming sessions

REQUIREMENTS

Our ideal candidate will bring passion, creativity, and a spirit of collaboration to our institution.

This person also has:

- 5 - 10 years of related professional experience.
- Graphic Design and Social Media experience required.
- A deep desire to impact lives through the arts.
- A passion to serve communities including children and adults through creative, lifelong learning experiences.
- The ability to work effectively with diverse groups, including staff, board, artists, technicians, educators, and community members of varying ages and backgrounds.
- Physical requirements: light physical effort equal to lifting or moving of materials up to 40 lbs. Regularly required to sit or stand, bend and reach.

EXPECTED KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong graphic design capabilities
- Extensive Social Media knowledge
- Comprehensive skills using the following programs:
 - Illustrator, Photoshop, InDesign
 - Mailchimp (or similar email campaign platform)
 - Google Workspace
- Ability to work independently and also thrive in a team-oriented environment
- Ability to handle stressful situations and effectively solve problems

REPORTS TO: Marketing Manager

COMMITMENT: Full-Time, year round. Both office environment and field/community work is required.

SCHEDULE: Flexible schedule. In-office/remote hybrid available. Occasional evenings and weekends necessary. Some travel may be required.

TO APPLY: Please send the following to Marketing Manager at megan@sc4a.org

- A letter of intent outlining your background in the world of marketing and how this current opportunity will be of benefit to you and the Saugatuck Center for the Arts.
- Resume with (3) references and contact information.
- Portfolio showing relevant work experience.

INTENDED START DATE: by November 1, 2021

DEADLINE FOR SUBMISSIONS: October 11, 2021