



HOLLAND AREA ARTS COUNCIL

“Marketing and Communications Manager”- Job Description

Reports to: Executive Director

Salary Range: \$41,000-\$45,000

Weekly Hours: 40 hours/week (full-time)

Benefits: PTO package, free access to arts council classes

Work Location: Holland Area Arts Council (150 E Main Ave., Holland, MI 49423), hybrid. Serving on a rotating hospitality schedule will be required.

Basic Overview:

The Marketing & Communications Manager leads the organization’s marketing, communications, and public engagement efforts. This role is responsible for shaping and executing consistent, compelling storytelling across digital, print, and in-person platforms to increase visibility, participation, and community connection. The position promotes programs, events, and organizational initiatives while supporting fundraising efforts through strategic communication. This is a highly collaborative role that works closely with leadership to ensure alignment between mission, messaging, and audience engagement.

Key Duties/Responsibilities

- Develop and implement an annual marketing and communications plan
- Manage and execute all social media content and scheduling
- Create and distribute email newsletters, campaigns, press releases and announcements

- Maintain and update website content, including events and program information
- Plan and execute marketing strategies for exhibitions, programs, and events
- Develop and manage a content calendar to ensure consistency and timeliness
- Create or oversee design of marketing materials (digital and print)
- Capture and curate photo and video content for storytelling and promotion
- Ensure consistent brand voice, tone, and visual identity across all platforms
- Track and report on engagement metrics and audience growth
- Coordinate media outreach and public relations efforts as needed
- Collaborate with development efforts to support fundraising campaigns and messaging
- Assist with donor communications by preparing and sending acknowledgment letters
- Enter and track donor contributions in coordination with development processes
- Coordinate with external vendors (printers, designers, media partners) as needed
- Support community partnerships through co-marketing opportunities
- Attend and support events for promotional and content capture purposes
- Work closely with exhibits, education, and programming to be aware of what's coming up

Required Qualifications and Skills

- Strong written and verbal communication skills
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Experience with social media platforms and content strategy
- Proficiency in basic graphic design tools (Canva or similar)
- Understanding of branding, storytelling, and audience engagement
- Strong organizational skills and attention to detail
- Ability to work independently and take initiative
- Collaborative mindset and ability to work across teams
- Basic comfort with data tracking and reporting
- Ability to translate ideas into engaging content across formats
- Adaptability and willingness to learn new tools and approaches

Objectives and Key Functions

- Increase overall visibility and awareness of the organization
- Grow and engage audiences across digital and in-person platforms
- Improve attendance and participation in programs and events
- Support fundraising efforts through clear and compelling communication
- Strengthen brand consistency and storytelling across all channels

Required/Preferred Education and Experience:

- Bachelor's degree in marketing, communications, public relations, or related field preferred
- 2–5 years of experience in marketing, communications, or related field
- Experience in nonprofit, arts, or community-based organizations preferred

Physical Requirements:

- Ability to work at a computer for extended periods
- Occasional evening and weekend hours for events and programs
- Ability to attend and assist with on-site events
- Ability to lift up to 25 pounds occasionally (event materials, signage, etc.)
- Ability to move throughout event spaces, including standing and walking for extended periods

To apply, please email your complete application materials to Katelyn VerMerris at director@hollandarts.org. Please include a résumé, a brief statement of interest (300 words or fewer) describing your experience and interest in the position, and 2–3 relevant work samples or portfolio links. We look forward to learning more about your work and your creative practice.