



Pearson Lakes Art Center Part-Time Graphic Design and Marketing Coordinator

Responsibilities:

- Oversee the marketing and communications of the Pearson Lakes Art Center (PLAC) in cooperation with PLAC's outside marketing firm in order to follow brand guidelines.
- Work directly with department heads to coordinate graphic design needs of the Education, Visual Arts and Performing Arts departments along with general PLAC graphic design needs.
- Design the PLAC quarterly brochure, press releases, fliers, posters, postcards and invitations and coordinate the community distribution of these items as necessary.
- Design material required to promote fundraising events required to sustain PLAC operations included but not limited to the following annual events: Celebrate the Arts, PLAC membership party, Art in the Park, Family Glow Walk, and PLAC Holiday Party.
- Design and send the monthly PLAC E-Blast newsletter along with other E-Blasts as necessary.
- Manage all social media accounts.
- Oversee the PLAC website and updating of in cooperation with PLAC's outside marketing firm.

Qualifications:

- A business or marketing degree from an accredited college or 5+ year's equivalent experience in graphic design.
- Experience and knowledge of Adobe Creative Suite.
- Demonstrated written and oral communications skills.

Position is part-time; design needs fluctuate depending on the season and upcoming events allowing this to be a flexible position up to 20 hours per week.

Salary: based on experience plus SIMPLE IRA and wellness program

Those interested in this opportunity should send a cover letter, resume, and four references to Bob Kirschbaum, PLAC PO Box 255, Okoboji, IA 51355 or director@lakesart.org