



**POSITION TITLE:** Marketing and Program Coordinator

**TIME STATUS & SCHEDULE:** Full-time; In-person – Marshalltown, IA 50158

**COMPENSATION:** Starting at \$45,000; negotiable based on experience

**BENEFITS:** Paid Time Off and recognition of most Federal Holidays (*more details below*)

**SUBMISSION PERIOD:** January 16 – February 14

**IDEAL START DATE:** March 4

## ABOUT US

Established in 2004, the Arts + Culture Alliance (ACA) is committed to ensuring creativity is at the heart of a thriving and vibrant Marshalltown. We are passionate about making Marshalltown THE place to live, work, learn and play by leading the development of a creative community through arts and culture. We accomplish our mission and vision by connecting, advocating and celebrating.

- [Learn](#) more about the ACA
- [Read](#) through the recently updated Strategic Plan
- [Read](#) through the City of Marshalltown's Arts & Culture Master Plan

## APPLY BY FRIDAY, FEBRUARY 14<sup>TH</sup>

Email your cover letter, resume and 3 references to: Amber Danielson, Executive Director, at [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)

## POSITION OVERVIEW

The ACA is growing and will begin offering a collection of new programs for Marshalltown's creative community. This newly created position will embody the organization's core values — innovation, accountability, teamwork, inclusion, and impact — while enhancing awareness, expanding engagement and increasing the impact. The Marketing and Program Coordinator will report directly to the Executive Director to ensure seamless execution and consistent messaging across all initiatives. Working closely with a small team, this individual will be both a supportive team member and a strategic thought partner. The ideal candidate will have an understanding of and commitment to the vital role arts and culture play in a community, as well as a passion for creating experiences that foster connection, dialogue and growth. The Marketing and Program Coordinator will cultivate existing relationships and help expand the ACA's reach into every neighborhood in Marshalltown and beyond.

## KEY RESPONSIBILITIES

### MARKETING

- Lead the ACA's digital presence, including social media, website, and email newsletters.
- Create and execute marketing materials and communication strategies for events, programs, and the overall organization.
- Write and distribute press releases to promote the ACA, local artists, and the broader arts and culture community.
- Communicate details for programs such as, artist grants, artist meet-ups, workshops, lunch-and-learns, community events, and more.
- Maintain a calendar of arts events happening in the Marshalltown area.
- Generate new and innovative approaches to the ACA's communication strategy, including our signature call to action: **take pART Marshalltown**
- Ensure all marketing efforts adhere to the ACA brand guidelines.

## PROGRAMS

- Serve as the primary coordinator and point of contact for both formal and informal events.
- Support mid-sized community events, including artist talks, openings, fundraising events and the annual culture festival.
- Provide administrative support for artist grant programs, database management, etc.
- Maintain accurate records and reports on event outcomes and program impact.

## KEY BEHAVIORS

- Outgoing, people-oriented, inclusive and empathetic
- Critical and strategic thinker
- Incredibly organized and detail oriented
- Proactive, self-motivated and resourceful
- Focused in a fast-paced environment
- Collaborative and an exceptional relationship builder

## KEY METRICS

- Programs show growth in participation and attendance
- Resources demonstrate value through feedback within the arts community
- Digital engagement increases across platforms

## KEY QUALIFICATIONS

- 2+ years of experience in marketing, communications or arts administration
- Thinks strategically to align organizational objectives with actionable solutions
- Proficiency across major social media platforms
- Competent in MS Office and familiarity with Google Workspace and Canva
- Excellent organizational, communication and problem-solving skills
- Professionalism and confidentiality
- A passion for meticulous record-keeping and high-standard design aesthetics
- A demonstrated commitment to arts and culture

## BENEFITS

- Vacation: 15 Days
- Sick Leave: 10 Days
- Mental Health Days: 4 Days
- Recognition of most Federal Holidays
- Professional Development

## ADDITIONAL INFORMATION

- An individual who lives in or plans to relocate to Marshall County.
- This position requires majority in-person work M-F, with occasional evening and weekend hours. We are dedicated to a culture of trust and flexibility, while prioritizing a healthy work-life balance.

## KEY DATES

- Submission Period: January 16 – February 14
- Review Applications & Interviews: February 17 – February 21
- Anticipated Start Date: March 4

## APPLY NOW

Email your cover letter, resume and 3 references to: Amber Danielson, Executive Director, at [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)