



# Grand Valley Creative Alliance Marketing and Development Coordinator

Search Start Date: March 1, 2024

Position: Marketing and Development Coordinator

Reports to: Grand Valley Creative Alliance Board President

## Overview

The Grand Valley Creative Alliance (GVCA) was formed in 2018 as a 501(c)3 non-profit organization to support creative work in the Grand Valley of western Colorado. We promote and support the development of the creative economy. GVCA cultivates and gathers creative, financial, and intellectual resources in order to strengthen collaboration among all creative entities in the Valley, elevating the quality of creative expression for all, and enriching lives throughout the region. Near-future growth includes the development of a community-based makerspace.

Help build our brand and our position as a leader in the Grand Valley as we bring creatives together, both conceptually and physically. As our Marketing and Development Coordinator, you will help grow this organization in ways we haven't even thought of – this job is yours to build. If you're hard-working, dedicated, love the arts, and have innovative ideas, the GVCA is an excellent fit for you.

## Job description

As an advocate for the arts, the Marketing and Development Coordinator will be the face of GVCA, promoting us in the community and nurturing relationships. Tasks include coordinating marketing and community events, and growing the GVCA's relationships with all segments of the creative community.

## Marketing and Development Coordinator Responsibilities

### Marketing:

- Lead the GVCA's marketing initiatives (to include planning, executing, and tracking outcomes) for marketing vehicles such as email, events, social media, website, and content marketing.

- Nurture relationships with external advertisers, patrons, donors, and sponsors to ensure high-quality and timely execution of marketing programs.
- Represent the GVCA at meetings throughout the community to develop relationships.
- Lead re-branding of GVCA, including new logo and development of a visual style guide, and assist with rebranding of events and programs.
- Coordinate email and print marketing campaigns.
- Create, proofread, and edit graphics and copy for various marketing channels, ensuring a consistent style and voice based on style guide.
- Evaluate and monitor marketing performance on an ongoing basis by analyzing key metrics and creating comprehensive reports for the board.
- Conduct market research and identify trends.
- Work with the GVCA Administrator to market the Grand Valley Open Studio Tour.
- Coordinate promotion of events that GVCA sponsors or participates in.
- Work with the Administrator to oversee the college internship program.

#### Development:

- Research strategies for securing donations from individual, corporate, foundation, and government sources and work with the Board and staff to implement these strategies.
- Oversee individual donations; create plans for solicitations and email donation campaigns.
- Manage donors, patrons, and advertisers, including database management.
- Ensure accuracy of donor records; provide IRS-compliant acknowledgments.
- Lead coordination of networking and fundraising events, including overseeing logistics and managing registration.
- Identify and write grants to raise funds through foundation, government, and corporate sources. Maintain relationships with current institutional funders and help develop relationships with new prospects.
- Maintain awareness of current trends in fundraising and philanthropy for non-profit organizations.

#### Qualifications and Skills

- Bachelor's degree in business or nonprofit administration, marketing, communications, arts management, fine arts degree, or equivalent experience.
- 1-3 years of recent experience in marketing and or nonprofit development, experience working on fundraising events or projects.
- Excellent customer service skills, ability to solve problems with customers and keep a positive attitude.
- Excellent written and verbal communication skills, as well as copywriting and proofreading skills.
- Team player with a positive attitude and energy.
- Self-starter; independently move projects forward, prioritize tasks, and meet deadlines.

- Knowledge of various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Strong experience with and understanding of social media marketing.
- Experience planning successful advertising/media campaigns.
- Ability to maintain, update, and enhance the company website (template-based).
- Experience with Word, Excel, PowerPoint (e.g. G Suite), and creative software.
- Physical Requirements: This job requires a mix of computer-based activities and active engagement with the public. Some remote work may be required. The incumbent will attend meetings and meet with donors in various locations throughout the Grand Valley; reliable transportation is necessary. Some transport of materials and event setup may be required.

### Compensation and Benefits

Salary range is \$45,550-\$48,755 annually, commensurate with qualifications and experience. Position is full-time, salaried, exempt. Some evening and/or weekend hours are required.

Full-Time Benefits package includes:

- Flexible Schedule
- Generous paid time off, including annual, personal, and sick leave
- Retirement Plan

### How To Apply

Please submit a cover letter describing your specific interests and qualifications for this position, and a resume/cv with three contact references to:

- [info@gvcreates.org](mailto:info@gvcreates.org) (subject line "Marketing Coordinator application"), or
- GVCA, attn: Marketing Committee, P.O. Box 851, Grand Junction, CO 81502.

Review of applications will begin immediately; position will remain open until filled.