

SCHOOL DISTRICT OF FLAGLER COUNTY JOB DESCRIPTION

AUDITORIUM COMMUNITY RELATIONS & MARKETING COORDINATOR

QUALIFICATIONS:

- (1) Bachelor's degree with an emphasis in PR, media and/or arts management. Equivalent vocational experience may be substituted.
- (2) Fundraising experience with grants, charities or non-profit organizations.

KNOWLEDGE, SKILLS AND ABILITIES:

Good knowledge of current social media and PR methods, including ability to participate with and supervise creative media subcontractors and personnel. Skill in fundraising and ability to deal with multiple constituencies.

REPORTS TO:

Auditorium Director

JOB GOAL

Work closely with the Director to promote the use and community appreciation of the Auditorium and its mission.

SUPERVISES:

Media and creative subcontractors and volunteers.

PERFORMANCE RESPONSIBILITIES:

- * (1) Assist and work closely with the Director to coordinate the execution of overall mission and strategy for Public relations.
- (2) Participate actively in Florida Arts Alliance and similar trade organizations.
- * (3) Represent the Auditorium at community events and meetings. Meet with various community organizations on a regular basis to establish and maintain positive public relations.
- * (4) Manage subcontractors including preparation
- * (5) Prepare and monitor annual budgets for media expenditures.
- (6) Coordinate media (radio, television, print) for within budget.
- (7) Meet with potential renters regarding use of facility.
- * (8) Manage targeted publicity multimedia campaigns to promote the Auditorium and its events. Ensure adequate review of advertising material for content and conformity with standards.
- * (9) Assist as required with box office ticket sales.
- (10) Publish guidelines for grants made by Auditorium, receive and review applications, and submit to Board for approval. Request and review reports on grantees use of funds awarded.
- * (11) Continuous efforts to maintain and cultivate Group sales by identifying and contacting target audience groups.
- * (12) Maintain relations with area media outlets and expand to new ones, including surrounding area. Find "news hooks" where possible to get media interest in stories about the Auditorium and performers.
- * (13) Select cost effective advertising media, including social media, for target show audience. Track effectiveness and cost within budget.
- * (14) Create and design direct mail promotions, including target lists and tracking.
- * (15) Assist Director with arrangements for performers during their visit, including hotels, hospitality, and media appearances.

Auditorium Community Relations & Marketing Coordinator (Continued)

- (16) Perform various functions as needed to assist in the success of various performances and events. Search and identify new opportunities for events beneficial to the mission of the Auditorium.
- * (17) Work with and coordinate relevant Board and subcommittee meetings to coordinate all PR and fundraising activities. Maintain adequate minutes of meetings.
- * (18) Assist Director to identify and solicit existing and new sponsors. Negotiate sponsor packages and recognition at shows, etc. Solicit patrons and donors and ensure that donations are adequately rewarded and recognized. Maintain donor and patron lists.
- * (19) Ensure auditorium website is properly maintained and functioning. Provide Web Administrator with approved material and review product.
- * (20) Prepare and publish an annual show bill. Prepare content in conjunction with graphic subcontractors. Identify advertisers and solicit directly. Identify sales agents and negotiate contracts.
- (21) Maintain calendar of key dates for publications. Write and publish patron newsletters as directed.
- (22) Select and approve fundraising merchandise for resale.
- * (23) Assist in researching and writing grant applications from individuals, corporations, foundations and governments.
- * (24) Perform other incidental tasks consistent with the goals and objectives of this position.

TECHNOLOGY ACCESS: NO ACCESS

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary for this position is fully funded by the **Flagler Auditorium Governing Board**. Salary and merit increases shall be paid at a rate to be determined by the **Flagler Auditorium Governing Board** and approved by the Flagler County School Board. Benefits shall be paid consistent with approved plan.

Days	Annual
Hours per Day	8
Salary Lane	N/A
Employee Type	Professional/Exempt
Position Code	91010

Forty hour per week work schedule is flexible to meet the needs of the organization and may include evenings and weekends.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

*Essential Performance Responsibilities