

# MOBILE COUNCIL

The Mobile Arts Council is seeking a passionate and dynamic individual to join our team. This individual would be the main point of contact for membership and volunteer relations and be responsible for social media and marketing tasks. This position is integral to fostering a strong sense of community engagement and support for our organization. The ideal candidate will possess excellent communication skills, be highly organized, and have a genuine enthusiasm for building relationships within the community. Additionally, this candidate will have a passion for social media, a keen eye for visual storytelling, and a solid understanding of marketing principles.

## **Membership/Volunteer Responsibilities**

1. Membership Management:
  - Develop and implement strategies to recruit new members and retain existing members.
  - Serve as the primary point of contact for member inquiries, providing exceptional customer service and support.
  - Maintain accurate membership records, including contact information, payment status, and engagement history.
  - Regularly communicate with members to keep them informed about upcoming events, opportunities, and benefits.
2. Volunteer Coordination:
  - Recruit, train, and schedule volunteers to support various organizational activities and events.
  - Match volunteers with suitable roles based on their skills, interests, and availability.
  - Provide ongoing support and supervision to volunteers, ensuring a positive and rewarding experience.
  - Recognize and appreciate volunteers for their contributions and commitment to the organization.
3. Event Support:
  - Oversee volunteer assignments during events, ensuring smooth operations and attendee satisfaction.
4. Community Engagement:
  - Cultivate and maintain relationships with community partners, stakeholders, and other relevant organizations.
  - Represent the organization at networking events, meetings, and public forums to promote membership and volunteer opportunities.
  - Seek feedback from members and volunteers to continually improve programs and services.

5. Administrative Tasks:
  - Manage databases, spreadsheets, and other tools to track membership and volunteer information.
  - Prepare reports, presentations, and other materials as needed to communicate progress and outcomes.
  - Assist with budget planning and monitoring related to membership and volunteer programs.

## **Social Media/Marketing Responsibilities**

1. Social Media Management:
  - Create and curate engaging content, including graphics, videos, and written posts, that align with brand voice and resonate with target audiences.
  - Monitor social media channels, respond to comments and messages, and actively engage with followers to foster a sense of community and dialogue.
2. Content Creation:
  - Collaborate with MAC staff to generate ideas and produce compelling multimedia content, including videos, blog posts, and infographics for use across social media platforms and other marketing channels.
  - Stay up-to-date with industry trends and best practices in social media and content marketing to continually innovate and improve strategies.
3. Digital Marketing and Newsletter Campaigns:
  - Plan, execute, and manage digital marketing campaigns to promote products, services, events, and programs, utilizing a mix of paid advertising and email marketing.
4. Brand Management:
  - Ensure consistency and integrity of brand messaging, voice, and visual identity across all digital platforms and marketing materials.
  - Monitor online conversations and reviews to maintain a positive brand reputation and address any issues or concerns in a timely and professional manner.
5. Press:
  - Collaborate with MAC staff to ensure timely drafting of press releases and confirm they are delivered at the appropriate time.
  - Coordinate television spots when needed.

**Qualifications:**

- Bachelor's degree in a relevant field or equivalent experience.
- Proven experience in membership management, volunteer coordination, or community engagement.
- Excellent interpersonal skills, with the ability to build rapport and foster relationships with diverse individuals and groups.
- Strong organizational skills and attention to detail, with the ability to multitask and prioritize effectively.
- Proficiency in Microsoft Office suite, Constant Contact, and database management software.
- Ability to work independently as well as part of a collaborative team environment.
- Flexibility to work evenings and weekends as required by events and activities.
- Strong understanding of social media platforms, trends, and analytics tools (e.g., Facebook Insights, Instagram Analytics, Google Analytics).
- Proficiency in graphic design and video editing software (e.g., Adobe Creative Suite, Canva) is a plus.
- Excellent written and verbal communication skills, with a knack for storytelling and engaging audiences.
- Creative thinker with a passion for innovation and a willingness to experiment with new ideas and formats.