SONOMA VALLEY MUSEUM OF ART

Marketing Consultant (Contract Position)

Position Overview

The Marketing Consultant implements and develops content for SVMA's weekly electronic newsletters/bulletins (we refer to as eblasts), website, social media, and other marketing aspects as specified below. (The position does not include design or production of print collateral.) In addition to possessing marketing acumen, the position requires excellent computer and technology know-how including skills as outlined. The position requires 15-20 hours per week.

Scope of Work: Marketing tasks include, but are not limited to:

—Attend marketing meetings with SVMA marketing/public relations team (typically held once a month).
—Update and manage social media around exhibitions and programs, including Instagram and Facebook.
—Create weekly Mailchimp bulletins/newsletters to subscribers & maintain email list.
—Update Wordpress website as needed according to design guidelines.
—Photograph occasional events, behind the scenes, etc.
—Research and build promotional relationships with museums/organizations that align with SVMA exhibitions.
—Report monthly statistics on the effectiveness of social media campaigns and online marketing.
—Other related work as mutually decided by consultant and SVMA.

Skills:

—Experience with Wordpress website editing.
—Photoshop, Illustrator, or Lightroom skills.
—Experience with social media, SEO tracking and reporting
video editing.
—Experience creating emails (newsletters/bulletins) in Mailchimp.
—Knowledge of posting to Youtube.
—Image bank maintenance.
—Solid writing and editing, especially skillful at developing marketing texts, headlines, etc.
—Knowledge of the arts and Museum experience is preferred.

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**Compensation:** $1,500 per month

**About Sonoma Valley Museum of Art**
Sonoma Valley Museum of Art (SVMA) is the largest visual arts organization in the San Francisco North Bay region. With a budget of $1.4 million, SVMA has approximately 800 members, a professional staff of 8, store staff of 4, and a dedicated Board of Directors. On the occasion of the Museum's 20th anniversary in 2018, SVMA completed a new strategic plan and launched a multi-year fundraising campaign to fund the expansion of four key cultural and educational priorities. For more information on Sonoma Valley Museum of Art, please visit svma.org.

Please send resume and cover letter to: admin@svma.org.

*Sonoma Valley Museum of Art (SVMA) is an Equal Opportunity Employer and does not discriminate on the basis of race, color, class, sex, gender, sexual orientation, disability, family/marital status, religion or other protected classes.*