

## Marketing Associate

Reports to: Marketing Director

The Santa Fe Workshops Marketing Associate reports to the Marketing Director, and works with the SFW team to create print and digital campaigns, assist with development of video content, assist with website updates, e-newsletter and email campaign content and development, and oversee the SFW social media campaigns and platforms.

What we offer:

- Flexible schedule
- Opportunity for advancement
- You may take one workshop per year in Santa Fe at no charge
- Seasonal Catered lunches at reduced cost
- Be part of the photographic/writing community
- Creative environment
- Health insurance and retirement savings benefits
- Vacation and sick time off

Job responsibilities:

- Assist with the project management and production for the materials produced by the marketing department, including catalogs, ads, brochures, postcards, flyers, posters, presentations, e-blasts and newsletters, and miscellaneous graphics.
- Oversees SFPW social media strategy and communications via Facebook, Twitter, LinkedIn, and YouTube.
- Manages growth of SFPW social media audience and innovative ways to engage existing audiences
- Research and recommend new social media outlets and strategies
- Create e-newsletter and email campaigns, including content development and production
- Assist with proofreading, copyediting, and processing of all marketing materials, including photo workshop course descriptions
- Assist with website updates and content management
- Assist with evaluating marketing strategy and implementation of marketing plan
- Research and participate in new marketing initiatives
- Provide administrative support including email correspondence, mailings, and materials distribution
- Other duties as assigned

Required qualifications:

- 3-5 years experience with social media platforms and best practices for social media growth, including targeted posts , data analysis, and a/b testing.

- Design and layout, including Adobe Creative Suite
- Writing and proofreading

Preferred qualifications:

- Google Analytics, AdWords
- Video skills
- Bachelor's Degree or relevant work experience in Marketing, Photography, Graphic Design or related field

Competencies

- Attention to detail
- Dependable
- Flexible
- Ability to work independently, with minimal supervision.
- Strong organizational and communication skills.
- Communicate effectively both verbally and in writing.