



CROW'S SHADOW INSTITUTE *of* THE ARTS

Marketing Assistant Job Description

.5 FTE (20 hrs/week), non-exempt.

Compensation: \$20/hr+ DoE. Paid-time-off, health benefits, and professional development available

Crow's Shadow is seeking a talented, creative Marketing Assistant to contribute to the continued growth of our organization. We are a 501(c)(3) non-profit dedicated to providing a creative conduit for educational, social, and economic opportunities for Native Americans through artistic development. Our programs include a world-class print studio, which partners with Native and non-Native artists from around the nation, as well as a growing indigenous arts initiative.

The Marketing Assistant will work independently and with the Executive Director to manage our social media platforms and website, design and implement print advertising, and to work with the public in art sales. The ideal candidate will be creative, positive, motivated, and eager to take on new challenges; they will work independently and set personal goals in alignment with the organization's vision and strategic plan. Depending on experience, this is a great opportunity for mentorship and professional development. Reports to Executive Director. Flexible schedule, primarily in-person with some opportunities for work-from-home.

Duties may include:

Marketing:

- Assist the ED to develop annual marketing, advertising, and sales strategies and execute agreed upon plan.
- Create content, update and manage social media (Facebook and Instagram).
- Maintain contacts and mailing lists, including clients and media
- Write and distribute Press Releases and associated material
- Identify new and cultivate existing sales opportunities (private, academic, and institutional)
- Prepare marketing packet material
- Digitally document existing artwork inventory, maintain appropriate files.
- Generate monthly e-newsletter content

Administrative:

- Assist in organizing and managing digital and physical files, including donor/client databases
- General office and reception duties: answer telephone, greet walk-in guests, etc.
- Process payments and receipts for sales
- Track invoices and purchase orders for artwork sold
- Update inventory records in database
- Coordinate with studio staff to arrange packing and shipping of sold artwork



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Minimum Qualifications & Preferences:

- Education: Bachelors+ (preferred) or equivalent experience in a related field
- 1+ years relevant experience
- Excellent computer skills: proficient with Microsoft Office, Adobe Photoshop, InDesign, and Illustrator and CRM platforms
- Ability to self-manage tasks, manage multiple projects simultaneously, and to work with the general public in a retail setting.
- Prior experience in non-profit sector and experience working with culturally diverse communities is highly desirable, with an emphasis on Native and Indigenous connections and communities.

Mail resume and cover letter:

info@crowsshadow.org

or

Hiring Committee

Crow's Shadow Institute of the Arts

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