



di Rosa

POSITION TITLE: Marketing Coordinator
REPORTS TO: Deputy Director / Director of Education & Civic Engagement
CLASSIFICATION: Full-time, exempt

Summary

The Marketing Coordinator is part of a collaborative team that works to maintain the profile of di Rosa Center for Contemporary Art. The role relies on the talents and skills of colleagues across the entire organization to activate a cohesive and integrated brand strategy. The position will also interface with contractors in public relations, production, and design.

About di Rosa

di Rosa Center for Contemporary Art presents contemporary exhibitions and educational programs for all ages and maintains a permanent collection of notable works by artists living or working in the San Francisco Bay Area from the mid-twentieth century to the present day. A wide range of styles, media, and subject matter provides an overview of the creative energy and freedom to experiment that characterize this region of California. Protected in perpetuity under the Napa County Land Trust, di Rosa features multiple galleries, a sculpture park, and a 35-acre lake, all located on 217 scenic acres in Napa Valley's famed Carneros region. For more information, visit dirosaart.org.

KEY RESPONSIBILITIES

- Work with colleagues to identify and deliver key messages and branding across all platforms.
- Maintain an active social media presence for di Rosa, coordinating messaging across departments.
- Design, produce, and disseminate exhibition and public programs announcements, organizational collateral, and visitor information.
- Maintain website; coordinate website updates across departments.
- Coordinate production and distribution of e-newsletter.
- Work with Visitor Services team to ensure event listings are up to date.
- Seek out and respond to information requests for inclusion in press and public directories.
- Work with external contractors, as needed including designers, public relations, artists, and curators.
- Represent di Rosa at external events, as needed.
- Perform other duties as assigned.

SKILLS & QUALIFICATIONS

- Graphic design skills, with understanding of Adobe Suite and InDesign.
- Website experience, with basic knowledge of HTML, Elementor, Word Press.
- Adept at communication across social media platforms.
- Intellectually curious, creative, and self-motivated.

- Ability to multi-task and prioritize effectively.
- Dependable, punctual, courteous, discrete.
- Impeccable copywriting and editing skills.
- Interest or background in the arts.

To Apply, Please Provide the Following:

- Cover letter addressing your interest in the position.
- Resume with education, employment history, and contact information for 3 references.
- Application materials should be emailed in PDF format to: admin@dirosaart.org

Please note: di Rosa Center for Contemporary Art is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, ancestry, religion, sex, gender or gender identity, national origin, disability, age, citizenship status, marital status, Vietnam era or special disabled veteran's status, sexual orientation or other bases protected by law. di Rosa makes reasonable accommodations for qualified applicants and employees with disabilities as defined by and in compliance with California law.