



Position: PR/Marketing Associate

Direct Manager: Jennifer Fair Margraf, Chief Operating Officer & VP of Development

ArtOps is a nonprofit organization providing a shared services model of administration, management and operations support to small and medium size Arts nonprofits. By providing expertise and staffing to these organizations, we enable them to grow and fulfill their artistic mission. The collaboration across multiple arts organizations offers our employees a unique opportunity to broaden skills in their area of expertise while supporting the growth of arts in our community.

Purpose of the position:

This is an entry level full-time position to support the overall marketing function of ArtOps. This position has a specific focus on creating effective printed marketing pieces and press releases for ArtOps, its partners and select clients that serve to strengthen each brand and build interest in each program.

Job Responsibilities:

- a. Create thoughtful and pertinent copy for ArtOps and its clients (including program books, brochures, posters, annual reports, postcards, and development materials) across all channels (print and digital).
- b. Ensure all copy effectively communicates the branding, voice, and addresses the marketing goals for ArtOps and its partner/client organizations.
- c. Gather information and generate key messages and story lines
- d. Coordinate collection of all assets for print pieces
- e. Coordinate the editing process for each printed piece.
- f. Provide consulting to ArtOps' clients paying for printed piece consulting or execution.
- g. Archive marketing materials

1. Participate in ArtOps staff planning and team activities, and execute other duties as assigned, such as:

- a. Work concerts and events as assigned throughout the year for the partner organizations
- b. Attend board meetings for the partner organizations, taking minutes on a rotating basis.
- c. Answer phones as necessary

2. Build strong relationships with the media in Metro Detroit and beyond for ArtOps, its partners, and appropriate clients

- a. Communicate effectively with all media, serving as the key liaison for ArtOps, and its partners and clients
- b. Lead the strategic public relations efforts for ArtOps' partners, and provide strategic PR consulting to ArtOps' clients
- c. Write and disseminate press releases prior to seasons and performances, and for critical news announcements
- d. Pitch story ideas to the media as appropriate for the partner organizations
- e. Oversee the press calendar and online submission strategy for local media
- f. Stay informed of local entertainment and other pertinent news stories
- g. Oversee the collection of press clippings, photos, recordings, and videos



The successful candidate will possess the following:

1. A bachelor's degree in Journalism, English or Communication or commensurate professional experience
2. Demonstrated understanding of marketing and PR principles
3. Exceptional Writing skills with professional and creative writing experience preferred
4. Proficient in AP style
5. Strong proof-reading skills
6. Experience in producing publications is a plus
7. Familiarity with print marketing strategies
8. Strong project coordination and communication skills
9. Ability to work under pressure to meet deadlines
10. Photography and graphic design experience is a plus
11. Ideally the candidate will have an appreciation for the arts and desire to serve the community

The position is available immediately and offers a stimulating work environment and benefits package. Salary is commensurate with experience.

Application process:

The position is available immediately and offers a stimulating work environment. Salary is commensurate with experience. Resume and cover letter may be sent to hoplamazian@art-ops.org. No phone calls, please.