



CACHE VALLEY CENTER FOR THE ARTS

BULLEN CENTER ♦ ELLEN ECCLES THEATRE ♦ THATCHER YOUNG MANSION

POSITION ANNOUNCEMENT

DIRECTOR OF MARKETING

Salary: \$24,000 to \$32,000, based on training and experience, or the hourly equivalent if part time.

Status: Part time up to full time exempt salaried

Benefits: Dependent on status. Full time includes; health insurance, 401K, annual leave, sick leave, paid vacations and holidays

Schedule: Some nights and weekends required

POSITION SUMMARY

The Director of Marketing is responsible for the development of marketing strategies to grow the audience and philanthropic base of the Cache Valley Center for the Arts. The Director of Marketing is part of the senior management team and reports to the Executive Director.

AREAS OF EMPHASIS

The following is intended to be representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities.

- Responsible with the Executive Director to grow positive awareness of the organization and strengthen its reputation with audiences, funders, and the communities it serves.
- Plan, develop, and evaluate integrated marketing plan (events, media relations, press releases, website, social networking, Annual Report, newsletters and branding) and budgets for the organization, a season of touring performing arts events, education and outreach activities, arts classes, gallery walks, and the rental of CacheArts facilities.
- Investigate the possibilities of program partnerships and strategic alliances that will extend the organization's brand in the community and increase avenues of support.
- Staff liaison to Marketing Committee; assist chair as needed.
- Coordinate production and placement of marketing collateral, broadcast and display advertisements. Manage distribution of marketing collateral.
- Manage social media presence and implement strategies to improve social media reputation and recognition.
- Maintain and manage company website and implement strategies to improve SEO.

43 South Main, Logan UT 84321

Administration: 435-753-6518 ♦ Box Office: 435-752-0026

info@cachearts.org ♦ www.cacheARTS.org

- Write news releases, public service announcements, program/playbill copy, curtain announcements, website copy, and ad copy. Arrange and coordinate media appearances.
- Build and maintain relationships with media contacts and key community partners.
- Support the mission of CacheArts, be dependable, and have an appreciation of the arts.

DESIRED QUALIFICATIONS

- Excellent oral and written communication and interpersonal skills
- Working mastery of computer programs including Microsoft Office, WordPress, and the Adobe Creative Suite is required. Desktop publishing and graphic design skills strongly preferred.
- All of the Director's activities require collaboration, coordination and cooperation with other CacheArts personnel, businesses and community members.
- Expertise with digital marketing.

COMPENSATION

The compensation package includes a full time salary range of \$24,000 to \$32,000 depending on experience. CacheArts also offers full time employees an annual sick and vacation leave policy, retirement benefits and a health insurance plan.

APPLICATION PROCEDURE

Position is open until filled. Submit letter, resume, and three professional reference names and phone numbers by mail or email below. No phone calls please.

MAIL

Cache Valley Center for the Arts
 Director of Marketing
 c/o Wendi Hassan, Executive Director
 43 South Main, Logan, UT 84321

EMAIL

info@cachearts.org

ABOUT THE CENTER

The Cache Valley Center for the Arts is an independent nonprofit organization that manages three Logan City owned facilities, the Ellen Eccles Theatre, Bullen Art Center and Thatcher-Young Mansion. We are a venue for performances (about 100/year), a home for arts education (over 11,500 participants a year), a marketplace for artists (\$1.8M in tickets, registrations and art sales annually), a gathering place for the community (111,000 patrons/year), an arts incubator nurturing creative entrepreneurs (providing fiscal sponsorship, back office support & mentorship), and an anchor organization for the grassroots Cache Valley Arts Summit (a network of over 20 arts organizations who have been meeting for over a decade to coordinate calendars, share best practices, nurture our rich arts ecosystem and pursue common goals).

We program an annual series of nationally touring performing artists and connect them to the community through education and outreach events (CacheArts Presents). The theatre maintains a busy rental schedule and is also home to many resident companies including Utah Festival Opera and Musical Theatre, Music Theatre West, Cache Valley Civic Ballet, Valley Dance Ensemble, Pickleville Playhouse, Enlight Ballroom and Dance Source.

Arts education offerings include a multidisciplinary summer art camp, ceramics and visual arts classes. We provide fiscal sponsorship and back office support for Logan Youth Shakespeare and New Horizons Orchestra and a cooperative Artist's Gallery. Resident companies include Music for the Small and Tall, Unicorn Theatre, Hatch Academy of Music and Magic, Valley Dance Ensemble, musicians who maintain studio space and culinary artists who rent our commercial kitchen.

CacheArts was formed as the Capitol Arts Alliance in 1989. It renovated the 1923 Capitol Theatre, renaming it the Ellen Eccles Theatre upon re-opening in 1993. CacheArts also renovated contiguous space into the Bullen Center, with 20,000 square feet of arts space on three levels. The adjacent historic Thatcher-Young Mansion was renovated and re-opened in 2002, to house the separate Alliance for the Varied Arts (AVA). In 2010 AVA requested a merger of its arts programs into the Center's operations which was accomplished, and AVA subsequently closed. CacheArts works with all local arts groups in a cooperative manner and is the designated Local Arts Agency for both the City of Logan and Cache County.

The theatre, arts complex and mansion are owned by the City of Logan and CacheArts operates and maintains the facilities under a management agreement with the city. The 1,100 seat Ellen Eccles Theatre can accommodate a broad range of programs including drama, opera, music, and special events. The Ellen Eccles Theatre is one of four venues in Logan's Historic Theatre District.

The Center's Facility Endowment Fund of approximately \$1 M and the CacheArts controlled Wasatch Logan Arts Foundation with approximately \$5.M in value provide funding for facility maintenance and operations. The Center recently completed a \$4M capital campaign to reinvest in systems a quarter century after a loving community driven remodel and after hosting more than 1.4M audience members. The Center's website is www.CacheArts.org.

LOGAN AND CACHE VALLEY

Logan is a growing, thriving community of approximately 50,000 nestled in the heart of beautiful Cache Valley with a population of 120,000 and surrounded by mountain ranges. Located 90 miles north of Salt Lake City, Utah, home of the 2002 Winter Olympics, it boasts an exceptionally high quality of life. Residents and visitors enjoy many of the cultural benefits of larger cities while maintaining a friendly rural atmosphere. Logan is the home to Utah State University, a nationally accredited land grant University that provides excellent educational opportunities as well as a host of civic, cultural and sporting activities. Numerous recreation opportunities are available with ample access to boating, hunting, fishing, hiking, Nordic and Alpine skiing, and camping, all within minutes' drive from downtown. For more information on the area see: ExploreLogan.com or CacheChamber.com.