



The Vera Project - Marketing Coordinator Position

The Vera Project seeks a skilled and passionate marketing & outreach professional to support its always all ages music and arts programming.

The Marketing Coordinator will work with VERA staff, members, and volunteers to promote and advocate for youth-driven music concerts, art shows, educational programs, fundraising events, community partnerships, and various other mission-related activities.

The Vera Project is an Equal Opportunity Employer. People of color, queer, transgender, and non-binary folx are encouraged to apply. VERA is committed to providing an inclusive space, open to all ages, genders, races, cultures, religions, abilities, etc. and asks all members to sign our Participation Agreement to verify their commitment and accountability to our shared values.

APPLICATION PROCESS:

Please address the following topics in your cover letter:

- Why are organizations like The Vera Project important to a community?
- Please tell us about your experience in marketing, communications, and outreach.
- What do your specific skills and interests bring to this role?
- What is your background, if any, contributing to non-profit organizations?

Please submit a cover letter, resume, and two references by 11:59 PST on Friday, March 13th, 2020 to hiringcommittee@theveraproject.org with "Marketing and Outreach Coordinator, *Your First and Last Name*" in the subject line.

If you do not quite fit into the listed job description and feel you may still be a great candidate, don't hesitate to apply & tell us about yourself! Send all questions to hiringcommittee@theveraproject.org

**Position Overview:**

The Marketing Coordinator facilitates The Vera Project's marketing, social media, outreach, and community relations efforts. Reporting to the Artistic Director & Executive Director, and collaborating daily with the Production Coordinator, Talent Buyer Team, Education Manager, and Volunteer Engagement Manager, this position develops and executes marketing plans, various external communications, and other assorted promotional activities.

As a youth-driven venue and nonprofit community space, The Vera Project must highlight music and arts shows, youth leadership opportunities, educational programming, fundraising events, and more, often simultaneously. This requires a true passion for media and communications, along with an understanding of their intersection with the nonprofit community, and a strong social justice lens. An ideal candidate will be self-motivated, detail-oriented, highly organized, excited about marketing & outreach, and committed to equity and inclusion.

Key responsibilities:

- Developing, executing, and maintaining short and long term marketing plans for concerts, shows, classes, programs, fundraisers, community partnerships, and other events, projects, and initiatives.
- Managing all social media platforms, including Facebook, Twitter, Instagram, and more, as well as The Vera Project blog.
- Creating ticket assets and overseeing management of ticketing platforms.
- Serving as The Vera Project's primary media contact, cultivating new media relationships and collaborating on press releases.
- Representing The Vera Project's unique mission and voice in all external communications
- Working with show promoters and VERA committees to effectively highlight events, meeting both internal and external specifications.
- Coordinating mailing list communications, including the creation and delivery of weekly newsletters, monthly special features, and various fundraising messages.
- Working with the development team to support the promotion and operation of fundraising events, cash campaigns, donor messaging, and more, most notably featuring the annual Viva Vera gala, Fall Fund Drive, and Live from our Living Room benefit.
- Working with the Education Manager to promote educational offerings.
- Creating, collecting, organizing, and sharing pictures and other various media assets for social media, e-mail communications, the website, and more, while ensuring that key events are covered with photographers and press as needed.
- Assisting in the supervision of potential marketing and graphic design interns.



Required qualifications:

- Knowledge of media relations, social media marketing, and communications best practices
- Familiarity with Seattle’s music and arts community and functional knowledge of the local music scene.
- Familiarity with current music industry trends.
- Experience in event marketing, community outreach, and/or other related external communication activities.
- Proficiency in Microsoft Office, Google’s G-Suite, Adobe Softwares, social media platforms, and/or a willingness and ability to quickly learn applicable skills
- Excellent written communication skills and strong attention to detail
- Excellent time management skills and ability to meet and prioritize deadlines
- Ability to work both independently and collaboratively to complete complex projects, often with groups of volunteers, members, fellow office staff, and interns of all ages and lived experiences
- Some graphic design experience

Hours: 20 hours a week, flexible as needed

Rate: \$17/hour + \$50 monthly travel reimbursement

Reports To: Artistic Director & Executive Director

ABOUT THE VERA PROJECT

The Vera Project (VERA) is an all-ages, volunteer-fueled music and arts venue. By engaging participants at all levels of music production and community organizing, VERA fulfills its mission to foster a participatory creative culture through popular music concerts, arts programs, experiential learning, and volunteer opportunities for all ages, especially young people 14-24. VERA programming is primarily conducted at our space at the Seattle Center, including the following:

- Popular music concerts
- Audio engineering training
- Visual art exhibits
- Live and studio recording
- Leadership training
- Screen printing and classes
- Event production training
- Internships

These activities are initiated and driven collaboratively by VERA’s Volunteers, Staff, Board of Directors, and Youth-Led Membership. Weekly concerts promote artistic experimentation and excellence in a professional setting, leveraging industry-standard technology to showcase music and arts. Classes fuse with experiential learning opportunities and a volunteer-driven structure that engages young people in the arts, fosters intergenerational communication, and gives constituents the skills necessary to pursue their creative and professional passions. The skills participants gain at VERA activate future creativity, careers, and leadership within VERA and in the greater creative community. VERA engages thousands in the arts, develops the future of the music industry, and supports a vibrant Seattle culture.