

Marketing Associate

Supervisor: Director of Marketing and Communications.

Schedule: Full-time, 40 hours/week; some evenings and weekends required

Salary: \$45,000-\$50,000

Position Overview

The ideal candidate is creative, detail-oriented, and has 1-3 years of experience working in a marketing department. The Marketing Associate plays a key role in telling The Mount's story across digital platforms. This position blends social media strategy, project management, and graphic design to engage audiences, grow attendance, and support the organization's broader communications goals. The ideal candidate is a creative self-starter with a sharp eye for visual storytelling, a knack for data-informed decision-making, and genuine enthusiasm for arts and culture.

Key Responsibilities

- Maintain a consistent editorial calendar across Facebook, Instagram, and TikTok
- Create compelling, on-brand social content on an ongoing basis; engage and respond to our audience with the goal of growing our following
- Oversee Google Display Ad campaigns
- Populate listings on community event calendars
- Assist in production of weekly email newsletters highlighting news and upcoming events
- Populate listings on community event calendars
- Produce regular analytical reports on website and social media activity and engagement to help shape content strategy
- Design graphics and visual content to support marketing initiatives
- Maintain an organized internal catalog of photography and digital assets
- Monitor press coverage and compile an annual press book
- Attend staff and departmental meetings as needed

Knowledge, Skills & Abilities

- Experience using MailChimp
- Demonstrated ability to create engaging content for Facebook, Instagram, and TikTok
- Familiarity with WordPress
- Interest in analytics and data as tools to inform content strategy.
- An eye for photography and graphic design, with experience in Photoshop, InDesign, or Canva
- Excellent attention to detail and command of grammar
- Ability to work both independently and collaboratively
- Positive, communicative, and team-oriented approach