

Advertisement

AcA is seeking a talented and experienced part-time Digital Marketing Coordinator to join our team. The ideal candidate will have a strong background in website management and Search Engine Optimization (SEO) with a passion for the arts. This role requires a blend of technical skills and creativity to enhance our digital presence and support our mission of fostering art and culture in Acadiana.

This is a part-time position requiring approximately 20 hours per week. Flexible scheduling options are available, and the candidate must be able to attend meetings and events as needed. We offer a competitive salary, a creative and supportive work environment, and the opportunity to be part of Lafayette's thriving arts community.

Position Title: Digital Marketing Coordinator

Reports to: Marketing Manager

Direct reports: None

Position Overview

Reporting to and working closely with the Marketing Manager, the Digital Marketing Coordinator is a part-time, non-exempt employee who relies on knowledge of digital marketing tools and best practices to create and manage content that drives engagement with a busy schedule of events and art exhibitions.

Focus Area 1: Digital Marketing Coordination

Success Statement: AcA's messages and marketing efforts are deployed through many digital channels to reach new and existing audiences.

Performance Standard:

- a. Develop, implement, and coordinate our digital media strategy to increase AcA's online presence and improve marketing and fundraising efforts.
- b. Maintain and update the Acadiana Center for the Arts website, ensuring content is current, user-friendly, and optimized for search engines.
- c. Monitor, analyze, and report on website traffic and SEO performance, making adjustments as needed to improve visibility and engagement.
- d. Provide quality control on all digital content, especially ensuring sponsor and donor acknowledgements are accurate and up-to-date.
- e. Collaborate with the marketing and programming teams to create compelling digital content that aligns with our mission and audience interests.
- f. Manage and optimize our social media profiles to enhance engagement and increase followers.
- g. Conduct market research and analyze marketing surveys to make recommendations for improvements in public-facing activities.



- h. Stay up-to-date with the latest digital media technologies and SEO strategies to keep our digital presence vibrant and competitive.
- i. Write marketing literature for company brochures and press releases.
- j. Support the Marketing Manager and marketing team with campaign and project organization.

Focus Area 2: Workplace Relationships

Success Statement: AcA has a cohesive team that supports one another and the mission of the organization.

Performance Standard:

- a. Report to Marketing Manager
- b. Collaborate with Creative Designer
- c. Communicate effectively and collaboratively with the AcA team members to develop content.
- d. Manage task flow with Marketing Manager, Creative Designer, webmasters, and all AcA program directors.
- e. Meet deadlines and track changes swiftly and reliably.
- f. Assist with special projects, as appropriate.

Qualifications

- 1. Passion for the arts and a commitment to promoting cultural engagement in the community.
- 2. Creative and strategic thinker with strong problem-solving skills.
- 3. Demonstrated experience providing creative services and developing engaging digital content.
- 4. Demonstrated experience & strong knowledge working with Meta Business suite.
- 5. Demonstrated experience & strong knowledge working with WordPress.
- 6. Demonstrated experience & strong knowledge working with web analytics tools (e.g., Google Analytics) and SEO monitoring platforms.
- 7. High school diploma.
- 8. Bachelor's degree in Marketing, Communications, Information Technology, or related field is desired.
- 9. Experience working with Adobe Creative Suite programs is desired.

How to Apply

Applications must include a resume, cover letter, and samples of materials you would like to include. Please submit your application materials through the online application portal, located here: <https://acadiana.tfaforms.net/49>

AcA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.