



Marketing & Communications Specialist

Job Title: Marketing and Communications Specialist

Classification: Full-Time, Non-Exempt

Reports to: Marketing and Creative Manager

Direct Reports: None

POSITION OVERVIEW

The Marketing and Communications Specialist supports the execution of Acadiana Center for the Arts' marketing and communications work across programs, performances, exhibitions, fundraising initiatives, rentals, and other organizational priorities. This position creates and coordinates timely, engaging content across digital and print channels; provides event coverage; maintains communication platforms; and helps ensure AcA's public-facing materials are accurate, consistent, and aligned with its brand.

This is a hands-on production and coordination role. The Specialist works from established strategies and priorities while managing multiple assignments, collaborating across departments, and responding to the changing needs of an active arts organization. The position requires regular attendance at performances, programs, and special events, including some evenings and weekends.

KEY RESPONSIBILITIES

Focus Area 1: Content Development and Event Coverage

Success Statement: AcA's programs, people, and impact are consistently documented and communicated through timely, compelling, and brand-aligned content.

Performance Standards

- Create written, photographic, and video content for email, social media, websites, advertising, and other channels.
- Attend assigned programs and events to capture and publish content.
- Build and distribute newsletters, announcements, and other email communications.
- Maintain current and accurate website, social media, and community-calendar content.
- Proofread and verify all information before publication.

Focus Area 2: Creative and Brand Support

Success Statement: AcA's public-facing materials are professional, cohesive, and consistent with established brand standards.

Performance Standards

- Work with the Marketing & Creative Manager to create and/or adapt routine graphics, digital assets, signage, and promotional materials.
- Coordinate program information, photographs, logos, sponsor recognition, and other necessary assets.
- Maintain organized content, templates, photographs, videos, and brand files.



- Create and publish press releases as needed
- Assist with coordinating printers, photographers, videographers, designers, and other vendors.

Focus Area 3: Project Coordination and Performance

Success Statement: Marketing projects are completed accurately and on time through organized systems and clear communication.

Performance Standards

- Manage assigned projects, deadlines, content calendars, and production schedules.
- Gather complete information from departments and communicate missing information or potential delays.
- Follow established review and approval processes before publishing or distributing materials.
- Track basic email, website, social media, and campaign performance and share results with the Marketing and Creative Manager.
- Help improve marketing workflows, templates, and request processes.

Focus Area 4: Collaboration and Workplace Relationships

Success Statement: AcA has a collaborative and accountable team that works together to advance organizational priorities and mission.

Performance Standards

- Build productive relationships with staff, artists, vendors, patrons, media representatives, and community partners.
- Balance multiple assignments based on priorities established by the Marketing and Communications Manager.
- Communicate promptly when competing requests, missing information, or capacity may affect a deadline.
- Demonstrate reliability, good judgment, attention to detail, and responsiveness to feedback.
- Support organization-wide events, initiatives, and other related duties as assigned.

QUALIFICATIONS

Required:

- Relevant experience in marketing, communications, content creation, or a related field.
- Strong writing, editing, proofreading, and verbal communication skills.
- Experience creating content for social media, email, and websites.
- Ability to capture and edit photographs and short-form video.
- Strong organization, project-management, and attention-to-detail skills.
- Ability to work occasional evenings and weekends.
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Preferred:

- Some working knowledge of graphic-design and content-production tools such as Canva, Capcut, or Adobe programs.
- Experience in arts, nonprofit, event, or community-based marketing.
- Experience in Mailchimp, Wordpress, and Google Suite.



Compensation & Benefits

- **Salary:** \$40,000 annually
- **Employer Insurance Contribution:** 80% of Health Insurance; 100% Dental and Vision
- **Retirement:** Employer-matched SIMPLE IRA (3% contribution)
- **Membership:** Complimentary *Insiders Membership* at Acadiana Center for the Arts including a *NARM (North American Reciprocal Museum Association)* Membership
- **Event Access:** Free admission for you and a guest to AcA events, when space is available
- **Work Environment:** Collaborative, fast-paced, mission-driven nonprofit

ABOUT ACADIANA CENTER FOR THE ARTS

The Acadiana Center for the Arts (AcA) is the region's premier multidisciplinary arts center, dedicated to enriching and transforming the Acadiana community through the arts. AcA presents performing arts, visual arts exhibitions, arts education programs, and community engagement initiatives that serve tens of thousands of residents and visitors annually. Additionally, AcA is building the Louisiana Music Museum and growing the Louisiana Scoring program. With the Let Culture Lead campaign well underway and a donor community that has grown significantly over the past five years, AcA is building the development leadership to match that momentum and to shape what comes next.

AcA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.