

Marketing Assistant

Job Description

Job Title: Marketing Assistant

Primary Location: Reilly Arts Center and Marion Theatre

Direct Report: Marketing Manager

Description

The Reilly Arts Center is seeking a professional and reliable individual to assist with marketing, PR, and social media engagement efforts for the Reilly Arts Center, Ocala Symphony Orchestra, and Marion Theatre. This individual will work closely with the Marketing Manager and Executive Director to assist with social media, website management, and external communication to promote events and programming. Open communication and collaboration with the executive team are expected.

The Marketing Assistant will work approximately 20-25 hours per week Monday-Friday and then cover select Reilly Arts Center events on nights and weekends determined by the Marketing Manager.

Responsibilities

- Coordinate the addition of Reilly Arts Center events to the ticketing system and website
- Monitor and update the Reilly Arts Center website
- Assist in the strategy and execution of social media posts
- Attend and photograph select events at the Marion Theatre and Reilly Arts Center
- Actively engage with online audiences by responding to comments, questions, etc. on social media and Google
- Assist in disseminating event information to internal and external audiences
- Create event media releases
- Track and analyze social media analytics.

Expectations

- Average of 20 hours per week
- Proficient in Facebook and Instagram
- Experienced in Website editing
- Basic photography and photo editing experience
- Basic video-editing experience
- Attend select events per month at the Reilly Arts Center/Marion Theatre
- Comfortable engaging with event guests to produce social media content.

Salary: \$17/Hourly

To apply, send a resume and cover letter to Reilly Arts Center, Marketing Manager, Savannah Silliman at savannah@reillartscenter.com. While not required, portfolio examples are encouraged and appreciated.