

# Marketing Director

Reports to Executive Director

Classification: Salaried Full-Time Exempt

Revised Date: April 2026

## **STATEMENT OF PRIMARY PURPOSE**

The Marketing Director is a key leadership role that propels the work and visibility of Tryon Fine Arts Center (TFAC) by developing and implementing marketing strategy. Marketing Director works closely with Executive Director, Development Director, Patron Services Manager and associated board committees on audience development and promoting the organization. This position will coordinate with creatives and marketing outlets to implement the annual marketing plan.

## **ESSENTIAL RESPONSIBILITIES**

1. Create and implement annual marketing plan designed to
  - a. attract new customers and retain current patrons and donors, with a keen eye to the marketing budget and planned goals and objectives.
  - b. include a robust mix of traditional and digital marketing, public relations and community outreach, media relations, and strong customer service.
2. Develop a marketing calendar that integrates collateral, events and content marketing efforts.
3. Manage Brand/Compliance: ensure TFAC provides a consistent public message across all events and programs.
4. Content Creation: create marketing and PR content that is engaging, entertaining, emotive and authentic to increase and broaden TFAC brand and audience engagement at events within the region.
5. Manage professional marketing services when needed, with approval from ED.
6. Web: Work with webmaster to manage the website content and structure to keep it up to date and reflective of TFAC's program and mission.
7. Social Media: Actively pursue and manage a TFAC presence on major social media networks, adapting to and engaging with a rapidly changing audience, and closely monitoring campaign results.
8. Assess media analytics to inform future strategies and direction.
9. Manage Database for email marketing, keeping it up to date and segmented for targeted audiences
10. Negotiate vendor agreements to guarantee advantageous print and advertising contracts
11. Provide monthly reports of marketing success, quarterly analytics reviews and annual strategic planning presentations.
12. Other duties as assigned by Executive Director

## **SKILLS AND ABILITIES**

1. Experience with Email Communications (Constant Contact), Design Programs (Canva,

- Photoshop, In Design), CRM, Wordpress, Google Apps
2. Ability to maintain a flexible work schedule, which will include some evenings and weekends
  3. Strong attention to detail
  4. Willingness to work as part of a team
  5. Customer Service orientation with the ability to establish and maintain a courteous rapport with facility users, the community, patrons, volunteers and co-workers.
  6. Ability to prioritize tasks and meet deadlines
  7. Excellent communication and interpersonal skills
  8. Strong project management and organizational skills
  9. Knowledge of branding strategy and innovative tactics to reach key target audiences.
  10. An “audience-first” approach to understand the key target audiences for the Arts Center and connect with these audiences in meaningful and purposeful ways
  11. Strong analytical, problem-solving and communication skills

**QUALIFICATIONS:**

1. Bachelor's Degree in Marketing, Business or Communication or 3 years of experience in Arts Marketing or equivalent field.

**About TFAC:** Tryon Fine Arts Center is a vibrant and growing organization committed not only to meeting the artistic needs of its diverse patron base, but also to raising the standard of what's possible in a small community by bringing high caliber artists and arts education to the foothills area. From its beginning in 1969 as a home for creative expression for local artists, TFAC has developed a regional reputation for artistic excellence. The small staff works closely with volunteers and a dedicated Board of Directors to bring quality arts experiences to the area and maintains a commitment to fiscal responsibility.

This is a full-time position, with paid vacation, holiday and an FSA. Although it's primarily an on-site position, some remote scheduling can be arranged. Salary range is \$46,000-\$50,000.

To apply go to <https://tryonarts.org/careers/> . Fill out a brief application, upload cover letter, resume including job history, and list of references. Application review will begin upon receipt of documents. Start date upon acceptance of job offer.