



CROW'S SHADOW INSTITUTE *of* THE ARTS

Development and Marketing Associate Job Description

1.0FTE (40 hrs/week), non-exempt.

Compensation: \$45,000 - \$50,000 annual salary (depending on experience), group health plan, generous vacation.

Crow's Shadow is seeking a talented, creative Development and Marketing Associate to contribute to the continued growth of our organization. We are a 501(c)(3) non-profit dedicated to providing a creative conduit for educational, social, and economic opportunities for Native Americans through artistic development. Our programs include a world-class print studio, which partners with Native and non-Native artists from around the nation, as well as a growing indigenous arts initiative.

The Development and Marketing Associate will work independently and with the Executive Director to identify new and existing marketing opportunities; create thoughtful, direct marketing materials; manage our online presence, and assist with CSIA development efforts. The ideal candidate will be creative, positive, motivated, and eager to take on new challenges; they will work independently and set personal goals in alignment with the organization's vision and strategic plan. Reports to Executive Director. Flexible schedule, primarily in-person with some opportunities for telecommuting.

Duties may include:

Development:

- With the Executive Director's guidance, cultivate donor and client relationships
- Maintain donor database and manage donor and client contacts and mailing lists
- Develop and execute special fundraising projects
- In partnership with the Executive Director and board, help develop and enact gift acceptance and donor recognition policies
- Assist with grant writing and grant reports
- Help strengthen and enact annual giving initiatives
- Assist with capital campaign fundraising activities
- Assist with direct mail campaigns
- Help organize and host occasional fundraising events

Marketing:

- Work with ED to develop annual marketing, advertising, and sales strategies and execute agreed upon plan.
- Manage contacts and mailing lists, including clients and media
- Write and distribute Press Releases and associated material
- Submit condensed press materials to local online aggregates as appropriate
- Identify new and cultivate existing sales opportunities (private, academic, and institutional)
- Prepare marketing packet material



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- Create submissions as appropriate for calls for artwork
- Photograph and Photoshop new and existing artwork inventory, maintain appropriate files.
- Update news items, artist information, workshops, and exhibition information on web calendar and website.
- Create content for, and manage and update, social media (Facebook and Instagram).
- Generate monthly e-newsletter content (photography, writing, links), email, and respond to inquiries
- Help develop and launch new annual report

Administrative:

- Assist in organizing and managing digital and physical files, including donor/client databases
- Assist with managing programming calendar and organizational schedule
- Assist with in-house and external exhibitions (curation, loan documents, etc)
- Assist with in-house gallery space install/de-install exhibitions
- Event planning as needed
- General office and reception duties: answer telephone, greet walk-in guests, etc.
- Assist with general gallery maintenance and light cleaning as needed
- Process payments and receipts for sales
- Track invoices and purchase orders for artwork sold
- Update inventory records in database
- Coordinate with studio staff to arrange packing and shipping of sold artwork

Minimum Qualifications & Preferences:

- Education: Bachelors+ (preferred) or equivalent experience in a related field
- 2-3+ years relevant experience
- Excellent computer skills: proficient with Microsoft Office, Adobe Photoshop, InDesign, and Illustrator and CRM platforms
- Ability to self-manage tasks, manage multiple projects simultaneously, and to work with the general public in a retail setting.
- Prior experience in non-profit sector and experience working with culturally diverse communities is highly desirable, with an emphasis on Native and Indigenous connections and communities.

Mail resume, cover letter and 3 professional references to:

info@crowshadow.org

or

Hiring Committee

Crow's Shadow Institute of the Arts

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