

OS MARKETING LEAD | JOB DESCRIPTION

WHAT IS OPEN SPACE

The mission of Open Space Studios is to offer a flexible venue for arts, culture and business events. We not only provide the venue space, we also work with our clients and partners to produce high quality professional events. The kinds of events on our calendar include theater, film, education, dance, music, comedy, pop up markets, private parties, conferences, fundraisers, and more. The fun of Open Space is that everyday is different and we get to work with a wide range of diversity and community.

The primary objective of the Marketing Lead at Open Space Event Studios is to take an organizational and creative lead on digital advertising and brand awareness efforts both for our collaborating partners and the business itself.

As Open Space is a regional, events based business, it is imperative that we excel at educating our communities of what is happening in real time. This is why the Marketing Lead is so vital to the operation of Open Space. The Marketing Lead is tasked with artfully and articulately purveying content to our audience and partners.

This role constitutes a multi-layered skillset of creative production, time management, and community oriented hospitality. These responsibilities are detailed below:

Content Capture, Event Presence

The production of events at Open Space requires a Producer (point of contact and organization with partner/client), Event Staff (awesome people who work the live event such as bartenders, AV specialists, Pre/Post production crew) and you, the Marketing Lead. Your main role at events is to capture content to document what happens at Open Space. This includes capturing video, photo and potentially interview content of all events that have public relevance.

All team members represent Open Space and what we stand for at all times during active events.

Content Creation and Distribution

The primary role of Marketing Lead is to gather, curate and distribute content. This includes working with Producers and clients to gather client assets, design

additional assets, and schedule content on a consistent basis in a variety of funnels including social platforms, newsletter, website, and media outlets.

Collaborative Creative Lead

In conjunction with consistent event advertising, the Marketing Lead is empowered to contribute their own creative suggestions and solutions to further the brand of Open Space. Marketing Lead works closely with the Director to develop ad campaigns/concepts, build the OS content platform, and create new marketing strategies and systems.

EXPECTATIONS

Team Collaboration

Open Space is operated by a small team. It is important that all participants on the team are engaged with what is happening in the space and are effectively adding value to the team for the sake of our shared goals. Open Space encourages a balance between taking initiative on ideas and tasks and taking direction.

Attention to Detail and Editing

As the Marketing Lead is responsible for producing the content that essentially is Open Space's public voice, it is crucial that we deliver professional, high quality content. This means we require a strong, consistent eye to detail on delivering information, imagery and brand voice.

Openness Toward Productive Criticism

As a creative producer, the Marketing Lead works under the Director. The role of the Director is to help guide the consistency of brand and voice and will act as editor giving input on changes to language, imagery, and/or strategy.

Deadline Oriented

The nature of content distribution is deadline oriented. It is key that The Marketing Lead is well adept at organizing their work along an effective timeline to meet deadlines.

SKILL SET & EXPERTISE

- Strong graphic design skills
- Strong copywriting skills
- Strong creative intuition
- Proficient at photography/content capture

- Experience with Facebook and Instagram media posting
- Astute understanding of diverse public messaging
- Superior project management skills including managing multiple projects and priorities simultaneously
- Ability to quickly adapt and adjust projects to new expectations & direction
- Superior interpersonal communication and organizational skills
- Strong passion for arts & culture, including knowledge of current/relevant artists, organizations, businesses and general local trends
- A proactive, collaborative, and organized working style
- Astute understanding of diverse public messaging
- Adaptive brand alignment capabilities (i.e. Open Space & partners)
- Overall strong computing troubleshooting skills
- Wix platform experience/web design a plus
- Video editing experience a plus

QUALIFICATIONS TO APPLY

This position is:

- Part time/flexible ~15-25 hours per week
- Optional for contracted or employed position
- Pay will be negotiated based on experience and time commitment
- A mix of remote work as well as on site

To apply please email info@openspace.studio and include:

- A statement of why this position interests you
- A resume that includes skill set experience (i.e. Adobe, Canva, Wix, Social Schedulers, etc.) as well as references.
- Examples of content you have created both graphic and written

THIS POSITION IS OPEN UNTIL FILLED