



RCCAAF Invites Applications for Marketing & PR Specialist

The Rancho Cucamonga Community & Arts Foundation is seeking an experienced, part-time **Marketing & Public Relations Specialist**. The RCCAAF is a local non-profit arts organization serving and supporting the arts throughout Rancho Cucamonga and the surrounding communities by providing and sponsoring public arts events and programs, arts grants, school program sponsorships, and student scholarships. The Marketing Specialist will serve the Foundation's marketing & promotional needs. This is a remote position, and the hours are flexible. Average hours per month are expected to range from 10 to 15 hours, which will fluctuate based on the Foundation's events and activities calendar. This position serves as an Independent Contractor to the Foundation, and working hours in which to complete the tasks are to be determined by the Contractor. The desirable candidate should live local to Rancho Cucamonga, have knowledge of standard marketing practices, and be familiar with the local arts organizations in the community.

The RCCAAF is seeking a candidate with the following experience:

- Ability to create simple graphics, social media posts, and event materials
- Excellent writing and communication skills
- Ability to take/acquire digital photos for marketing purposes
- Knowledge of and/or participation with the local / regional arts community
- Experienced with WordPress maintenance with an eye for design
- Experienced with Mail Chimp or Constant Contact email promotions
- Three or more years working in a marketing capacity

The Foundation is seeking a candidate that is comfortable working independently and maintaining communication and ongoing assignments, via email with Foundation staff and board. The offered hourly fee range is \$25 - \$35, commensurate with experience.

DESCRIPTION OF SERVICES

All duties customarily associated with the Marketing Coordinator position will include the following:

Ongoing Website Management – Working with current Web Manager, the Coordinator shall provide and maintain monthly updates for RCCAAF website, including:

- Write news articles and event updates monthly
- Maintain current info on RCCAAF grants, sponsorships, scholarships, and events
- Create and maintain a comprehensive Arts Resource Page (for RC)
- Build in more content and relevance for community engagement

Graphic Art Design – Create simple graphics and basic marketing pieces for major RCCAAF events and programs. Comfortable working with, and full access to, Canva, Adobe, or other graphics programs in which to create graphics for print and digital use.

Social Media Management – Create posts and events for RCCAAF's Facebook & Instagram accounts.

Prepare RCCAAF's Monthly Arts e-Newsletter – Promoting arts events, programs & news in Rancho.

PR Support – Prepare and submit press releases to appropriate media sources.

Interested candidates are asked to submit the following to bethanyencina@rccaaf.org

- ✓ Resume with education and work history
- ✓ Introductory letter providing previous/current marketing experience and candidate's familiarity with the Rancho Cucamonga area. (*Note: Locale familiarity is desired but not mandatory.*)

This is an Independent Contractor position, and is not an employee of the Rancho Cucamonga Community & Arts Foundation. The position shall remain open until filled. More information about the Rancho Cucamonga Community & Arts Foundation can be found at our website at www.RCCAaf.org.