

PR, Advertising & Festivals Coordinator

Cannon Beach Gallery Group (CBGG) is seeking a qualified independent contractor to fulfill the roles of PR, Advertising & Festival Coordinator.

Desired Skills & Experience

- Good communication skills.
- Strong interest in the visual arts
- Writing targeted press releases and working with editors and journalists.
- Working with designers to include knowledge of file formats and specifications for print advertising.
- Buying advertising.
- Event planning and delivery.
- Working collaboratively with committees and Individual galleries

Tasks & Responsibilities

- Working with the group. To include:
 - Attendance of CBGG general meetings and committees as appropriate.
 - Creating an events planning & marketing schedule, and liaise with group members to give plenty on notice of deadlines for required material.
 - Working with Marketing Committee on a marketing plan that will fulfill any commitments made in respect to the TAC grant award, and that best serves the group, promotion of events, and year round arts promotion.
 - Advise the Marketing Committee on the creation of a marketing plan for the next TAC application.
 - Working with festival committees.
 - Support group members on TAC grant reporting and preparation of the next years grant application.
- Managing and delivering festivals. To include:
 - Deal with the logistics of mounting events to include any liaison with City, businesses and insurers.
 - Being the main contact, promoter, and overall manager of CBGG's "Spring Unveiling Arts Festival, 2019".
 - Working with the group on the development, promotion and planning for the delivery of a new festival, "Earth & Ocean Arts Festival". The delivery of this festival will fall after the duration of this contract and will be subject to a new contract or contract renewal.
 - Manage physical set up and take down of events, including hire of required assistance.

- Managing the production of printed marketing material. The group produces an annual gallery guide and festival marketing. Tasks include:
 - Collating information and images to create event printed material and for PR uses.
 - Managing graphic design, print and ad production.
 - Providing proofs for print and ads for approval by the Marketing Committee.
 - Organizing distribution of printed material

- Promoting the galleries, and the Arts Branding of Cannon Beach year round, to include:
 - Establishing relationships with editors and journalist regarding editorial coverage.
 - Write and submit press releases.
 - Buy advertising on behalf of the CBGG (billing to CBGG)
 - Collaborate with joint marketing opportunities.
 - Developing the group's social media coverage.
 - Develop more consistency and cohesion between the group's print and online material.

- Financial and data Reporting. To Include:
 - Managing event budgets, providing detail to bookkeeper & Treasurer.
 - Providing copies of coverage and advertising for grant reporting.
 - Collection and collation of information and data, directly relating to tasks and responsibilities performed for CBGG that may be required for grant reporting.

How to Apply

DEADLINE: October 29

Application material:

- Resume
- Covering letter
- Example of writing: A press release or story pitch about: the Cannon Beach gallery scene, the Cannon Beach Gallery Group, a particular gallery, or a Cannon Beach arts festival.

Application should be sent to: Cannon Beach Gallery Group, PO Box 1402, Cannon Beach, OR, 97110, or by email to cbgallerygroup@gmail.com