

POSITION TITLE

CHICAGO POETRY CENTER



Mission & Programs

The Chicago Poetry Center's mission is to connect people and poetry, equitably engage poets with communities, and foster creative literacy in the city and beyond. We do this work through poetry education programming across Chicago, public poetry events, Critical Conversations @ Work, and special projects and online resources.

Culture

We are a small and actively growing organization that sets our goals into action through collaboration, clear communication and expectations, and strategic and creative thinking. Staff work both independently and as part of a team. Our culture is one that supports feedback, communication, and growth, and values artistic and creative expression and creative community.

Commitment to Inclusion

The Chicago Poetry Center values diversity at all levels and understands that a safe and supportive environment is necessary to facilitate our work in valuing and uplifting creative expression. The Chicago Poetry Center commits to inclusion and will not discriminate on the basis of race, ethnicity, gender identity, sexual orientation, disability, socio-economic status, age, religion, national origin, marital, parental, or veteran status, or any other legally protected status. We strive to uphold our values in action through our decisions, programming, community building, and fostering an environment of continuous learning. CPC works in an ADA accessible building with gender neutral bathrooms. CPC supports a staff, teaching artist team, and program participant community that is diverse in race, ethnicity, gender, sexuality, age, and ability, and leadership continuously audits our practices to deepen our inclusion.

About the Position

The Chicago Poetry Center is looking to hire a marketing assistant who will be working closely with our Communications Director and Executive Director to develop and implement marketing plans and strategies. As a successful hire, you will be tasked with helping identify marketing trends and opportunities for growth, as well as creating marketing materials such as social media content and print collateral. This is our first true marketing hire and will be largely social media based as well as managing our newsletters and building processes. The marketing assistant will receive direction, but will have to work independently to manage the success of projects.

The first few weeks will be about understanding where we are at and understanding the work we've already done. The following months will be about setting up work processes and goals, while maintaining our social media channels and transitioning into ownership of the role. There is a possibility that this role can grow in hours responsibilities to supporting the further marketing and communication needs of the organization.

GENERAL RESPONSIBILITIES

- Implement the marketing strategies and campaigns organized by Executive Director and Communications Director
- Manage social media content calendar and community management
- Create promotional timeline and materials for events
- Communicate timeline, deliverables, and project needs across team
- Maintain a database of external contacts (partnerships, media contacts, donors)
- Actively participate and help organize the promotional events and campaigns organized by the company
- Maintain positive communications and strong relationships with external contacts
- Write content and copy for various channels including digital and print

- Drive marketing campaigns and promote CPC presence in the Chicago market
- Represent CPC at in person events throughout the year
- Provides fact-checking, copy-editing, and formatting assistance
- Apply marketing analytical technique
- Adhere to brand guidelines
- Manage email marketing campaigns

QUALIFICATIONS

Skills and Experience

- Preferred: BA in Marketing, Business, Communications or prior experience in a similar role. That said, we care more about your interest and skills than your credentials!
- Prior experience as a marketing assistant or relevant/related experience (job, internship, personal or volunteer)
- Multi-tasker with good time management skills.
- Strong communication and people skills.
- Person oriented, patient and confident personality.

Technical Proficiencies

- Strong proficiency in the Google Suite: GMail, Calendar, Drive (Sheets, Docs, Slides & folder organization)
- Strong Proficiency in Constant Contact, WordPress and/or comfort with blogging platforms is ideal
- Proficiency in creative software (Adobe, Canva, iMovie) and familiarity with graphic design principles
- Knowledge of marketing software and online tools (Web Analytics, Google Adwords, Cision)
- Proficiency in Microsoft Word

REPORTING & COMPENSATION

- This is a part time contract position with end of month payroll
- The position is 20 hours per week at \$20-\$25 dollars per hour

ADDITIONAL DETAILS

- Hours: Marketing Assistant will work with directors to determine standard weekly hours (20). Occasional nights and weekends required to support events. Work will *typically* fall in standard business hours, Monday through Friday, 9am - 5pm.
- Travel: May require occasional travel within the metropolitan area.
- Work Location: Chicago metro area required
- Hybrid Remote/In-Person: Our team meets in person at our Haymarket House office (800 W Buena) on Wednesdays and for live events. We otherwise work remotely.

HOW TO APPLY

Submit your resume and a brief cover letter by email to jobs@poetrycenter.org. In the subject line, please use this format: **Marketing Assistant: Applicant Name**. If you prefer to submit your cover letter in video format, feel free to send a video file or link with a recording not to exceed four minutes. NOTE: Applications submitted via external sites and not to the email listed above will not be reviewed. Applications will be reviewed on a rolling basis until fill.