



**Job Title: Marketing & Social Media Associate**

**Location: The Art Gallery at Congdon Yards (TAG), High Point, NC**

**Job Type: Part-Time or Contractual Arrangement with a Firm or Individual**

### **About TAG:**

The Art Gallery at Congdon Yards (TAG) is a non-profit visual arts organization dedicated to showcasing professional and student artwork while providing enriching educational experiences through hands-on classes and programming. Located in High Point, NC, TAG serves as a hub for creativity, community engagement, and artistic appreciation.

### **Position Summary:**

TAG is seeking a creative and detail-oriented **Marketing & Social Media Associate** to develop and implement engaging marketing strategies that enhance the visibility and reach of the organization. This individual will manage social media platforms, create compelling content, and support promotional efforts for exhibitions, events, and educational programs. The ideal candidate is a proactive storyteller with a passion for the arts and strong digital marketing skills.

### **Key Responsibilities:**

- Develop and execute social media strategies to grow TAG's online presence across platforms (Instagram, Facebook, LinkedIn, etc.).
- Create, schedule, and manage engaging content, including graphics, videos, and written posts.
- Monitor and respond to social media interactions, fostering community engagement.
- Assist in the development and execution of marketing campaigns for exhibitions, events, and programs.
- Update and maintain TAG's website, ensuring accurate and current content.
- Design marketing materials such as newsletters, flyers, and digital assets.
- Collaborate with artists, educators, and community partners to promote TAG's mission.
- Track social media and marketing analytics to evaluate performance and optimize strategies.

- Support public relations efforts, including drafting press releases and coordinating media outreach.

### **Qualifications & Skills:**

- Bachelor's degree (or equivalent experience) in Marketing, Communications, Graphic Design, or a related field.
- Proven experience managing social media platforms for a brand, business, or organization.
- Strong content creation skills, including graphic design (Canva, Adobe Creative Suite) and video editing.
- Excellent writing, communication, and storytelling abilities.
- Knowledge of digital marketing trends, analytics, and SEO best practices.
- Ability to work independently and collaboratively in a dynamic environment.
- Passion for the arts and an understanding of nonprofit marketing is a plus.

### **Preferred Qualifications:**

- Experience working in arts organizations, museums, or nonprofits.
- Familiarity with website management platforms (e.g., WordPress, Wix).
- Photography and video production experience.

### **How to Apply:**

Interested candidates should submit a resume, cover letter, and portfolio or examples of previous marketing/social media work to [info@tagart.org](mailto:info@tagart.org). Applications will be reviewed on a rolling basis until the position is filled.

Join us at TAG and help us inspire creativity, connect communities, and promote the arts in High Point and beyond!