



Oklahoma Arts Institute—Quartz Mountain Public Relations and Outreach Coordinator

Position Location: Oklahoma City, Oklahoma

Job Summary:

Under the direction of the President & CEO this position is responsible for OAI's outreach, awareness and media relations efforts. This position also supports the Director of Communications & Alumni Relations by managing OAI's social media and online marketing, coordinating special events, and creating original content for OAI's alumni magazine and other written and online materials. As with all positions at OAI, this position will also be called upon to assist with auditions and other program-related tasks.

Essential functions:

- Develop and execute an annual outreach plan to expand OAI's reach throughout the state and ensure participation in OAI's programs by diverse populations.
- Represent OAI at conferences and other opportunities for reaching artistically talented students and educators.
- Develop and maintain relationships with media outlets across the state, write and distribute press releases, and coordinate radio and television coverage.
- Host members of the media during the Summer and Fall Arts Institutes, as well as other VIP visitors to Quartz Mountain.
- In coordination with the Director of Communications & Alumni Relations, manage OAI's web content, digital marketing efforts, and social media presence.
- Create content for the OAI alumni magazine, marketing materials and other media as needed.
- Support the Director of Communications & Alumni Relations to increase alumni engagement and create a robust framework for an active alumni association.
- Plan and execute special events.
- Support the President & CEO in legislative awareness efforts.
- Coordinate the Tour de Quartz traveling student art show.
- Assist with student auditions and other aspects of programming as needed.
- Other duties as assigned.

Minimum Education/Experience:

Bachelor's degree required. Experience in marketing and/or media relations preferred, but may consider a talented candidate with exceptional communication and organizational skills. Arts background preferred, but not required. Preference may also be given to alums of OAI's programs.

Minimum Knowledge, Skills & Abilities:

- Proficiency in Microsoft Office, including Word, Excel, and Outlook.
- Familiarity with social media platforms and online marketing.
- Exceptional written and verbal communication skills, knowledge of AP Style and familiarity with media relations best practices.
- Excellent attention to detail and ability to meet strict deadlines, multi-task, prioritize, take initiative, work autonomously and collaboratively, and manage projects to completion.
- Strong interpersonal skills, professional image.

Physical Demands/Working Conditions:

- Must be able to drive a vehicle to various locations across the state, hold driver's license and maintain personal automobile insurance.
- Must be able to lift and carry up to 30 pounds.

Special Considerations:

Must be able to spend three weeks in June and multiple weekends in the fall at the Quartz Mountain Arts & Conference Center in southwest Oklahoma for Institute programs. Must also be able to travel around Oklahoma over multiple weekends in January through March to help facilitate student auditions for the Summer Arts Institute. Board meetings and other events may also be required.

Office Hours:

9:00 a.m. – 5:00 p.m. Monday through Friday; weekend and evening hours as required.

Salary & Benefits:

Salary: \$32,000-\$38,000. OAI currently pays 100% of employee health, dental and life insurance premiums and makes an annual contribution to employee SEP-IRA retirement accounts. OAI also offers a Flexible Spending Account to facilitate use of pre-tax dollars for medical and child care expenses.

About the Oklahoma Arts Institute:

The Oklahoma Arts Institute is a private, non-profit organization with a vision to cultivate established and emerging artists and educators through arts workshops, immersion, and awareness. Since 1977, the Oklahoma Arts Institute has recruited nationally renowned artists to teach a fine arts program for talented Oklahoma youth and a series of continuing education workshops for adults. Institute programs are held at the Quartz Mountain Arts & Conference Center in southwest Oklahoma.

Send Résumé, References, and Cover Letter by email to Ms. Julie Cohen, President & CEO, at jcohen@oaiquartz.org

Applicants may also submit 2 or 3 Work Samples (see below) by uploading them to Dropbox using this link: <https://www.dropbox.com/request/ml4AE6l91Vjl5pbyUN6l>.

*Work samples may consist of any public relations materials, writing samples, or other communications that were created primarily by the applicant and best represent the strengths

applicant brings to the position. Work samples may be created for this application and do not have to represent prior work.

Finalists for the position will be administered a test to assess organizational and writing skills.