New Media and Communications Coordinator
Contemporary at Blue Star
Application deadline: August 31, 2023

Contemporary at Blue Star, San Antonio’s first and longest-running venue for contemporary art, seeks a full-time New Media and Communications Coordinator. Reporting to the Executive Director, this role is responsible for developing, managing, and implementing public relations and social media marketing strategy. The position manages internal and external communications, brand strategy, social media platforms, advertising placement, and promotions, and serves as an official spokesperson for the Contemporary. The successful candidate will be simultaneously artist-centric, approachable, and audience-oriented, with good people and social skills. Contacts within the world of contemporary art and a familiarity with the region and the San Antonio community are also important.

Principle Duties and Responsibilities

- Act as an accessible and credible representative of Contemporary who responds promptly to daily inquiries from media and the Contemporary’s online community.
- Grow and develop new relationships through e-marketing and promotion by producing and designing original weekly e-newsletter media, online calendar, and social media.
- Develop and coordinate year-round marketing calendar and budget to ensure effective promotion and advertising of the Contemporary’s exhibitions, public programs, and special events.
- Coordinate design and production of promotional signage and advertisements for online, social media, and print marketing.
- Manage the Contemporary’s social media channels and produce original content.
- Create, maintain, and update website content for all the organization’s departments and activities.
- Pitch members of the media and develop press materials to gain attention for the Contemporary’s exhibitions and programs.
- Write a variety of PR and digital content material, including but not limited to pitches, media releases, and social media posts.
- Participate in creative brainstorming sessions and contribute original ideas.
- Monitor and analyze trends, research, and data to inform communications and marketing strategies.
- Collect and analyze data on the Contemporary’s communication and marketing strategies.
- Develop network of local media and promotional contacts to expand the Contemporary’s reach.
Specific Qualifications

- Ability to manage multiple projects from inception to completion.
- Possess track record of implementing strategic marketing, public relations, and social media campaigns.
- Excel at written and verbal communication. Fluency in multiple languages, highly preferred.
- Possess vision, passion, the ability to adapt to new pressures, and boundless energy for the Contemporary’s mission.
- Enjoy collaboration and working in a team environment where proactive problem-solving and task management is highly valued.
- Ability to represent the Contemporary with a high level of integrity and professionalism, adhere to the Contemporary’s policies, and support management decisions in a positive, professional manner.
- Ability to work within budgetary restrictions and ability to create budgets for future initiatives.
- Preference given to candidates with 2+ years of experience in a similar role.
- Experience with social media platforms including Facebook and Instagram (through Meta Business Suite), Twitter, LinkedIn, and TikTok.
- Knowledgeable in standard computer and Mac OS applications and programs, WordPress, Dropbox, Office 365, Hootsuite, Mailchimp, Square, and Adobe Creative Suite.
- Attention to detail and the ability to stay alert for long periods of time in a quiet environment.
- Punctuality, dependability, flexibility, and adaptability in a dynamic event-driven environment.
- Knowledge of San Antonio’s arts and culture community, preferred.

Additional Information

This is a full-time, exempt, salaried position in a hybrid work environment. Compensation package includes $45,000 annually, paid vacation and sick leave, 18 annual paid holidays, flexible scheduling, and employer-provided health, dental, and vision insurance. This role requires occasional availability for weekend and evening programs and events.

If you meet many but not all the criteria and feel you may be a good fit for the role, the Contemporary encourages you to apply. The Contemporary is proud to be an equal opportunity workplace. We strongly encourage people from traditionally underrepresented communities to apply, including people of color, LGBTQIA+ people, gender-nonconforming people, individuals with disabilities, and people who speak a language in addition to English. Applicants are evaluated according to their experience, talent, and qualifications for the job, without regard to race, religion,
color, national origin, ancestry, marital status, sex, sexual orientation, gender expression, political affiliation, age, genetic information, veteran status, or disability.

About Contemporary at Blue Star
Contemporary at Blue Star presents exhibitions and education programs with artists from San Antonio and around the world sharing their global perspectives that encourage understanding, empathy, change, and action, fulfilling our mission to inspire, nurture, and innovate. Like most non-collecting contemporary art spaces, the Contemporary contributes fresh insight and perspective on larger issues affecting society and culture by highlighting trends, movements, and conversations happening in art. The Contemporary is a forward-thinking, inclusive, and artist-centric organization, with a focus on education through the lens of contemporary art and a commitment to surprising our visitors and exceeding their expectations.

The Contemporary is San Antonio’s first WAGE-certified organization, committed to transparent and equitable payments to artists for their creative contributions to exhibitions and education outreach programs. Through its commitment to artists with a social practice, tuition-free youth arts education programs, and community-centric fundraising, the Contemporary is dedicated to equity and social justice in all its endeavors.

Applications Guidelines
Applicant will submit a cover letter and a CV/resume in PDF format via email to Mary Heathcott at mary@contemporarysa.org. Applicants that move forward will be asked to submit names and contact information for 3 references. Candidates who need to apply through alternate methods may contact Mary Heathcott at the email address above or (210) 227-6960 to make arrangements prior to the deadline. Incomplete applications or those submitted through other channels will not be reviewed. The successful applicant will be subject to a background check.

Application deadline is August 31, 2023, or until filled.