

2022-2023 AmeriCorps Member Position Description



Partner Organization Name: Baton Rouge Gallery – Center for Contemporary Art

Corps Member Position Title: Outreach & Awareness Coordinator

Supervisor: Jason Andreasen

Days/Hours of Service: Tue-Sat, 11am-6pm (would fluctuate some based on scheduled events)

Physical Location: 1515 Dalrymple Drive

Organization Mission and/or Goals:

Baton Rouge Gallery - center for contemporary art's mission is to connect audiences with local and national contemporary artists through exhibitions and innovative cultural programming.

Program Mission and/ or Goals:

BRG seeks to build its capacity to reach audiences in the Greater Baton Rouge area through expanded marketing and outreach efforts with an aim towards greater access to and awareness of the arts in Louisiana's capital city. It is BRG's belief that increasing and improving the organization's ability to engage area residents/visitors (whether inside the gallery or elsewhere in the community) will further improve the livability of our region and grow opportunities for artists.

Member Position Summary:

BRG is seeking an Outreach & Awareness Coordinator that is passionate about the arts and eager to leverage the work of artists to make Baton Rouge a better place to live. BRG's Outreach & Awareness Coordinator will balance their efforts to bring visitors to BRG's exhibitions/programming with efforts to bring BRG Artist Members and programming out from the gallery and into various parts of the community.

Responsibilities will range from marketing-related tasks (including but not limited to social media content, promotional graphic design, and drafting of press releases) to assistance working on community outreach projects either currently in place or currently in planning. The member will have a voice in the shaping of some outreach efforts and will be a key figure in their coordination and success. The corps member will also be joining a professional team committed to their success with BRG.

Essential Functions of Position:

The functions described below will not follow a specific sequence, but will most often be occurring simultaneously to varying degrees. Service activities will include (but not necessarily be limited to):

- 1) Employing a variety of social media platforms, websites, and traditional media resources to increase awareness of BRG exhibitions/programming through original and provided content. This will include review of metrics showing effectiveness of communications.
- 2) Designing promotional materials (print and digital) using provided templates with additional opportunities for the corps member to create original designs.
- 3) Planning and coordinating specific functions related to community outreach efforts, working alongside BRG staff, artists, and partners.
- 4) Researching and communicating best practices related to arts-related community projects that encourage inclusivity and engagement.
- 5) Assisting with events and programming at BRG in order to ensure their success and positive experiences for community members and artists. This includes but is not limited to the installation of exhibitions, setup/execution of exhibition-related public events, and setup/execution of public programming not directly tied to BRG exhibitions (i.e. poetry readings, film screenings, etc).

The corps member's responsibilities should not require a great deal of physical activity except for as it relates to the setup/execution of events. These do typically require a great deal of walking and carrying (though not of any significantly heavy items). If a candidate has a disability that makes specific tasks related to the setup/execution of events difficult, BRG will make necessary accommodations where needed.

Ideal Candidate Qualifications

- Highly organized, detail oriented, and self-motivated
- Excellent written and verbal communication skills
- Proficient with graphic design platforms such as Adobe Illustrator, Adobe Photoshop, and related software
- Experience managing content on/for social media platforms including but not limited to Instagram, Facebook, LinkedIn, and TikTok
- Experience editing and updating websites via Squarespace or similar platform(s)
- Strong work ethic and high level of personal and professional integrity
- Enthusiastic passion for local & contemporary art and Baton Rouge Gallery's stated mission

Reliable transportation is a must. Access to a vehicle or the ability to bike to the site is required.