

2024–2025 AmeriCorps Position Description



Partner Organization Name: LSU College of Art + Design Galleries

Corps Member Position Title: Communications & Outreach Coordinator

Supervisor: Courtney Taylor

Days/Hours of Service: The Communications & Outreach Coordinator will report 40 hours weekly Tuesday–Saturday, 9:00–5:00 p.m. There may be outreach programs or events where the corps member is expected to work hours other than normal business hours, though time will be flexed within the work week.

Physical Location: LSU Campus / Glassell Gallery, 100 Lafayette Street, Baton Rouge, 70801

Organization Mission and/or Goals:

LSU College of Art + Design Galleries consists of the Boyce Gallery, Barnes Ogden Art + Design Complex Gallery (both located on campus), and Glassell Gallery (located downtown in the Shaw Center for the Arts). Each space functions not only as a gallery but also in other configurations such as lecture hall, seminar room, laboratory, classroom, performance or event space and, above all, as an interface between the visual arts and design programs at LSU, the university community, and Baton Rouge communities.

Campus and public programs which offer direct engagement with art and research on view or with visiting artists and scholars are frequent. Recently restructured, strategic goals for the galleries include developing more formal learning opportunities for School of Art students to develop their own curatorial practices and developing arts-based programming to engage peers across the university and communities across Baton Rouge.

Program Mission and/or Goals:

The Communications & Outreach Coordinator will build capacity for the College of Art + Design by cultivating greater awareness of the galleries' exhibitions and programs through social media outreach, media outreach, and community engagement. The Communications and Outreach Coordinator will build capacity for community engagement through developing, planning, and facilitating collaborative programming with campus partners, faculty, and students as well as community members.

Member Position Summary:

The College of Art + Design seeks a self-starter to assist in coordination of communications, marketing, and outreach efforts as the Galleries seek to grow their programming efforts and invite new audiences. This position provides an opportunity to gain experience working in an arts organization with designers, artists, and scholars—students, faculty, and visiting—on fast-paced, ever-changing exhibition and programming projects.

Essential Functions of the Position:

- Monitor and maintain an active social media presence in alignment with LSU brand standards, art and design best practices, and in coordination with the Graphic Design Student Office and CoA+D units across Instagram and Facebook
- Develop content for press releases, newsletter, and email communications
- Update and manage email and mailing lists
- Improve the galleries' website presence
- Coordinate communications and programs for community outreach-focused projects such as the High School Exhibition, Summer Community Open Call Exhibition, and residency programs.
- Promote all college gallery exhibitions, events, and programs with several community calendars and local magazines
- Initiate and develop community relationships to expand partnerships on and off campus for gallery-related programming
- Collaborate with art and design student organizations to develop in gallery programming and engage student organization in outreach to community events
- Support in-gallery communications through interpretive content development and signage creation.
- Facilitate gallery programming from concept, completing pre-and post program regulatory approval forms, set up and breakdown, and post-event evaluation.
- Maintain gallery presence as needed during open hours and public events and programs.

Member Impact:

With two additional galleries coming online since 2021, LSU College of Art + Design has substantially expanded its programming in recent years. The galleries are in need of support to invite LSU and off-campus, local communities to engage with the student, faculty, and visiting artists, scholars, and designers whose research and work is regularly on view. The Galleries seek to overhaul its communications efforts to reach across campus and across Baton Rouge to raise awareness, but also to increase opportunities for engagement with art through events, demonstrations, facilitated making sessions, and more.

Skills, knowledge, trainings the corps member should expect to gain from this position.

- Writing for various art-organization contexts
- Program planning, management, and facilitation for various audiences

- Knowledge of institutional branding standards, gallery/arts best practices
- Understanding of exhibition planning, promotion, and organization

Ideal Candidate Qualifications:

- Effective writer with excellent attention to detail, grammar, and an eye for design
- Ability to communicate professionally with press, online audiences, students, faculty, administrators, community members, and visiting artists, scholars, and designers
- Organized and detail oriented
- Commitment to visitor service and experience
- Commitment to maintaining high standards and ethics
- Ability to manage multiple projects
- Promptness and ability to work on tight timelines
- Flexibility and adaptability for working with students and university requirements
- An undergraduate degree in art, architecture, landscape architecture, art history, or related field is preferred.

Required Transportation:

Car is needed to drive between campus venues and a valid driver's license.