



Position: MCA Marketing & Events Coordinator

Location: Marion Cultural Alliance / Brick City Center for the Arts (Ocala, Florida)

Reports To: Chief Arts Officer

Position Type: Full-Time, non-exempt hourly position (40 hours/week). Occasional evening and weekend hours required for events, exhibitions, and rentals.

Compensation: \$18-\$22 per hour, depending on experience.

Position Summary: Marion Cultural Alliance (MCA), the designated local arts agency for Marion County, seeks an enthusiastic, creative, organized, and highly reliable *Marketing & Events Coordinator* to support the day-to-day operations, marketing initiatives, events, sales, and community engagement efforts of the organization.

This position serves as a key member of the MCA team and works closely with the Chief Arts Officer to advance MCA's mission of championing, convening, and creating opportunities for artists, arts organizations, and the community. The ideal candidate is a self-starter with exceptional customer service skills who thrives in a fast-paced environment, enjoys wearing many hats, possesses strong marketing and communication skills, and is comfortable managing multiple projects simultaneously.

Essential Responsibilities: This role combines marketing, social media management, event coordination, gallery operations, and customer service, making it ideal for someone who enjoys both creative and organizational responsibilities.

1. Marketing & Communications

- Manage and maintain MCA's social media presence across multiple platforms, including Facebook, Instagram, LinkedIn, TikTok, and emerging channels.
- Develop and maintain a content calendar aligned with exhibitions, events, artist opportunities, and MCA initiatives.
- Create engaging content, graphics, reels, stories, and promotional campaigns using Canva and other design tools.
- Maintain website content for MCA and the Ocala Metro Art Scene (OMAS) calendar and creative directory.
- Assist Chief Arts Officer with creating exhibit graphics, signage, email marketing campaigns, newsletters, and event promotions.
- Capture photos and videos of exhibitions, events, and community programs.
- Monitor marketing analytics and engagement metrics.
- Support media relations and community outreach efforts.

2. Events & Community Engagement

- Serve as the primary point of contact for Brick City Center for the Arts gallery rentals by managing inquiries, rental calendar, securing contracts, client communications, event set up & breakdown, while always ensuring safety and compliance with facility policies & procedures.
- Coordinate and support MCA events from planning through execution.
- Assist Chief Arts Officer in coordinating MCA programs, monthly exhibitions, opening receptions, workshops, fundraisers, and special events.
- Recruit and manage volunteer schedules for events and programs.
- Represent MCA professionally at community events and networking opportunities.

3. Gallery Operations, Artist & Visitor Services

- Welcome and assist visitors while providing exceptional customer service.
- Serve as gallery host during public hours and special events.
- Assist with artwork, retail merchandise, and membership sales; process customer transactions; and support artist participation and visitor inquiries.
- Support artist check-in, exhibit installation, and deinstallation processes.
- Assist with maintaining accurate records and databases.
- Open and close the gallery as needed and assist with daily operations.

4. Administrative Support

- Provide support to the Chief Arts Officer on organizational projects, exhibit installations, event management, and other initiatives.
- Manage volunteer coordination and communication.
- Answer phones, emails, and visitor inquiries.
- Maintain accurate records, calendars, and event information.
- Perform other duties as assigned in support of MCA's mission.

Qualifications

- **REQUIRED:** Associate's or Bachelor's Degree in Marketing, Communications, Arts Administration, Event Management, Public Relations, or related field; equivalent experience may be considered.
- **REQUIRED:** Minimum 2 years of experience in marketing, event coordination, arts administration, nonprofit administration, customer service & retail, and/or related field.
- Strong proficiency in Microsoft Office, Canva, Wordpress, Constant Contact, and social media management skills.
- Excellent written and verbal communication skills.

- Ability to work occasional evenings and weekends for events.
 - Ability to assist with event setup, breakdown, and gallery installations.
 - Detail-oriented, dependable, resourceful, creative, proactive, and personable.
 - Passionate about arts, culture, and community engagement.
 - Adaptable and willing to assist wherever needed.
-

Benefits & Perks

- Dental and Vision Insurance
 - Paid Time Off (PTO)
 - Paid City of Ocala Holiday Closures
 - Comp Time/Flex Time after large evening or weekend events (when operational needs allow)
 - Employee Discounts in The Shop & gallery at Brick City Center for the Arts
 - Professional Development and Networking Opportunities
 - Opportunities to engage with local artists, community leaders, and cultural organizations
 - Creative and inspiring work environment in a downtown arts center
 - Potential for professional growth and expanded responsibilities within the organization
-

Why Work at MCA? Marion Cultural Alliance (MCA) is the designated local arts agency for Marion County and serves as a catalyst for arts and culture throughout the community. Through exhibitions, public art initiatives, educational programs, artist opportunities, advocacy, and special events, MCA works to enrich the quality of life in Ocala / Marion County through the arts.

- Help shape arts and culture in Marion County.
- Be part of a small, collaborative team where your ideas and contributions make a visible impact.
- Work in a creative environment surrounded by art, artists, and community engagement.
- Build valuable experience in nonprofit management, marketing, event planning, arts administration, and community outreach.

Interested applicants may send their Resume and CV to MCA Chief Arts Officer, Ashley Justiniano at Ashley.Justiniano@mcaocala.org.