



Zeitgeist Center for Arts and Community Marketing Specialist Job Description

Marketing Specialist Job Purpose: Help us tell our story and amplify our impact.

Working for Zeitgeist, a non-profit, the Marketing Specialist will support the organizational marketing strategy and brand identity through social media channels with a strong emphasis in photo/video content. This position will work to strengthen our mission through social media. The Marketing Specialist reports to the Marketing Manager.

Primary Duties & Responsibilities

Social Media Management

- Generates, edits, publishes and shares content (text, images, video, etc.) for Zeitgeist's social media and other relevant platforms.
- Creates, and executes posting schedule along with responding to comments.

Photography/Video

- Capture high-quality photos and videos at events and programs for use in marketing materials, social media, and other promotional content.
- Create consistent visual content to enhance brand recognition and drive engagement on social media, websites, and promotional materials.
- Document events, member experiences, and community initiatives providing valuable assets for future marketing campaigns, donor reports, and outreach efforts.

Community Outreach

- Develops, produces, and distributes information necessary to promote assigned Zeitgeist programs and/or special events.

Graphic Design

- Designs and produces marketing materials to support Zeitgeist's programs and events.
- Develops design concepts, selecting appropriate graphics and creating designs.

Required Education and Experience

- Pursuing or received a degree in marketing or related field
- Strong written, oral, and interpersonal communication skills required.
- Proactive and highly organized, with strong project management and planning skills.
- Self-motivated and able to take initiative
- Ability to plan and apply strategy.
- Commitment of supporting principles of equal opportunity and affirmative action to achieve a diverse work environment.

To Apply:

Apply on Indeed or send your resume, cover letter and portfolio to stevie@zeitgesitarts.com. Up to 3 professional references may be requested later in the application process.



Job Status & Salary

This position is a full-time non-exempt employee of Zeitgeist. This position works on-site. Starting hourly wage is \$16.00/hour. Employment with Zeitgeist will be on an at-will basis, which means you and the company are free to terminate the employment relationship at any time for any reason. As an employee of Zeitgeist, you are also eligible for our benefits program, which includes:

- Medical and dental insurance
- Access to Zeitgeist's 401(k) plan after 30 days of service, with employer contribution of 3% of pay after 1 year and 1000 hours of service
- Life, Short Term Disability and Long Term Disability insurance
- Paid time off at 1 hour PTO earned per 30 hours worked

Zeitgeist is an equal opportunity employer.

About Zeitgeist

Our mission is to use the power of connection and creative expression to shape our vibrant and shared future. Zeitgeist is a non-profit arts and community development organization headquartered in downtown Duluth, MN. We are committed to growing and sustaining an inclusive, creative, and connected community; a place where every individual can thrive. Working in partnership across the region, Zeitgeist creates places where stories are shared, neighbors connect, and community grows with a sense of belonging.

Zeitgeist Inclusivity Statement

- We value a culture of self-expression and support the rights of Indigenous people, LGBTQAI+ people, women, and people of color.
- We actively work to build social systems of equity and inclusivity while dismantling systems of oppression.
- We actively create spaces, built and unbuilt, that support all abilities.
- We support and engage in sustainable approaches to interacting with our shared land, air, and water.
- We acknowledge that we are located on land ceded by the Anishinaabe in the 1854 Treaty and that this land, historically and today, holds great significance for Indigenous peoples.

We expect this list to evolve and we expect to make mistakes. And to be honest, Zeitgeist does not currently represent our inclusivity, sustainability, or creativity goals.

Nonetheless, we're committed to forward progress, and we're looking for applicants who see themselves as partners in this work.