



RIVERARTS MARKETING & COMMUNICATIONS ASSOCIATE – JOB DESCRIPTION

Reporting to the Executive Director (ED), the Marketing & Communications Associate role is a great opportunity to work in a creative environment while strengthening and promoting a vibrant visual and performing arts community in Westchester County, NY. This Associate is responsible for all external RiverArts marketing and communications and will have an opportunity to engage with marketing partners, advertisers and press, as well as graphic designers, photographers, Artistic Producers, consultants, and web developers. The ideal candidate has a passion for visual and performing arts, possesses a high level of attention to detail, has a developed graphic/artistic sensibility, is a creative storyteller and an effective communicator (oral and written) with experience and/or knowledge of digital, print, and social media marketing (primarily Facebook & Instagram).

Essential Duties and Responsibilities:

- Create and manage calendar of communications tasks, in collaboration with the ED
- Assist in branding, storytelling, messaging cohesion
- Draft, lead review and approvals process, publish, and service press releases with related assets to local media outlets and marketing partners
- Manage design, print and distribution process for marketing and development, including digital newsletters, postcards, invitations, promotional signage, and annual appeals
- Manage website updates
- Draft, design, and send email campaigns
- Use Canva to design graphics and/or update templates for web/email/social/event programs
- Support social media communications, including creating/posting new content; monitoring FB, IG, and LinkedIn; and measuring success of campaigns
- Learn and become proficient on internal software systems (LGL)
- Assist in creating reports on engagement with social media, email, and website content

Compensation

Contracted position starts at \$10,000 annual fee based on project scope (RiverArts' annual season runs July 1-June 30); flexible remote-work schedule averages 10-12 hours/week. While this role is remote, candidates must reside in the New York Tri-State area. Events and stakeholders are primarily located in the Rivertown villages between Hastings-on-Hudson and Tarrytown/Sleepy Hollow, Westchester County. The Marketing & Communications Associate is encouraged to attend RiverArts events periodically to experience programs, though attendance at all events is not required,

and occasional in-person meetings may be scheduled. While the remote schedule is flexible, the Associate will be asked to set a mutually agreed upon standing schedule of office hours with the ED.

Application Instructions

Email cover letter expressing interest and resume to **jobs@riverarts.org**. Applicants who apply before August 8, 2025 will be given priority review.

RiverArts encourages diverse candidates to apply for this position. RiverArts is an Equal Opportunity Employer and does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

About RiverArts

RiverArts inspires Hudson River communities in lower Westchester County to come together through art. RiverArts' year-round season of events and programming includes our free, multi-village artists' Studio Tour and Music Tour; an annual dance concert; a Chamber and Contemporary Music concert series; play readings; and smaller community events such as Drink & Draw, artist conversations and pop-up events; plus Music Education and SummerArts Camps for kids of all ages.

For more than 60 years, RiverArts has been a catalyst that connects performers, musicians, and art-makers with Rivertowns audiences. We believe in the power of art to express, transform, and bring joy to our lives and our community.

Please visit us online to view our mission, core values, and see what we are up to!

<https://www.riverarts.org>