



BCAT seeks Part Time Marketing Manager

Buffalo Center for Arts and Technology (BCAT) is seeking a part-time Marketing Manager to oversee BCAT's social media, marketing, communications and public relations. The successful candidate will have 3-5 years of marketing and design experience and significant knowledge of the WNY nonprofit and education landscape.

Salary: \$25 - \$35/hr

Essential responsibilities:

- Develop PR and recruitment materials to increase program enrollment and public awareness
- Develop and implement relevant and effective marketing and communications campaigns using a variety of channels
- Develop and expand BCAT's web and social media presence
- Support the development of external presentations, press releases and other communications
- Evaluate and document success of marketing and communications initiatives
- Collaborate with and provide guidance to BCAT leadership on marketing and communications
- Represent BCAT at community events

The right candidate will have:

- Bachelor's degree in Marketing, Journalism, Advertising, Communications, or related field, or comparable experience
- 3-5 years relevant experience in marketing, communications and design; nonprofit and/or educational experience preferred
- Exceptional writing and editing skills; portfolio of relevant previous projects a plus
- Strong contributor in team environment
- Extensive knowledge of marketing and social media practices, principles and strategies
- Excellent interpersonal and networking skills
- Proficient in Google Workspace, Microsoft Office Suite, Adobe Creative Cloud and Canva

Interested candidates should submit a resume, cover letter and three references with names and contact information to cpuccia@bufcat.org. Applications will be accepted until the position is filled.

BCAT is a not-for-profit whose mission is to provide opportunities for careers through the arts and technology for youth and workforce development for adults. BCAT offers opportunities and resources for a diverse population, supporting youth and adult learners in an equity-focused environment. Our learners are valued and respected for their authenticity. We capitalize on their strengths and prepare them for living healthy, creative, inspired, and productive lives in our community.

BCAT is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. BCAT seeks to recruit, develop and retain the most talented people from a diverse candidate pool.