



Saranac Lake ArtWorks
PO Box 145
Saranac Lake, NY 12983
SaranacLakeArtWorks.org

info@saranaclakeartworks.org

CALL FOR APPLICATIONS: ArtWorks Calendar/Event Manager (CM)

Work: approximately 4 hours/week for 26 weeks, May - October. Set own schedule.

Pay: \$20/hour up to a max of \$2000

Requirements: must have own computer, internet skills, excellent communication skills; some experience with WordPress and MailChimp; graphic design skills would be a bonus.

Job Description: ArtWorks has a sophisticated online events calendar embedded in the website and our mission is to promote the events and activities of our members. (See Saranac-LakeArtWorks.org) We have nearly 90 members: galleries, arts organizations, businesses and individual artists. Members have been invited to submit their events to the calendar, which is very easy, but very few find the time to do it. Once events are submitted to the calendar, it can be set to generate automated emails that will list upcoming events.

We have tried doing this with ArtWorks volunteers, but it requires more time than people want to give. We can't grow audiences and bring business to members without doing a better job of informing people about all our great art events.

The Calendar/Events Manager (CM) will be responsible for:

Regular communications with ArtWorks members to find out what events they are holding. Visit their websites, get on their email lists, check Facebook, or contact them directly. Find out what they are doing and add the events to the calendar (a password will be provided to access the WordPress website). Images are useful and can be obtained from websites or Facebook pages or requested directly.

Events include all arts related events that involve our members - not only gallery exhibits, but talks, demonstrations, workshops, classes, performances (music, theatre, dance), plein air activities and including what our individual member artists are doing. If they have a show somewhere else - it should be promoted on our calendar.

The CM will be responsible for setting up the automated email announcements and also adapting them as monthly posters that would be distributed locally. The calendar allows residents and visitors who check online know what is going on. But posters up locally will let visitors, who are already here, know what is going on.

Our email list is not very extensive, so the CM will also work on growing the list. The CM could attend major events and encourage email list sign-ups. There should be a "Sign Up for the ArtWorks Event List" option in the event emails.

Optional: Share events to ArtWorks social media.

To Apply: Please fill out and return the attached form, or put the answers into an email. Send to: info@saranaclakeartworks.org

Sandra Hildreth, President, Board of Directors



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Name:

Mailing Address:

Email:

Phone:

What qualifications do you have for the position of Calendar/Events Manager? (see requirements).

Do you have any prior experience doing similar work? If so, please describe.

Is there anything else that might qualify you for this position?