IN diy ONA UNIVERSITY - BLOOMINGTON
AFRICAN AMERICAN ARTS INSTITUTE

JOB ANNOUNCEMENT

PROMOTION COORDINATOR

Description of the Institute
Founded in 1974, the African American Arts Institute (AAAI) is a performing arts program operated under the Office of Diversity, Equity, and Multicultural Affairs at Indiana University – Bloomington. The Institute’s mission is to preserve and promote African American culture through performance, education, research, creativity, and outreach. The Institute manages three performing groups – African American Choral Ensemble, African American Dance Company, and IU Soul Revue – which are courses in the Department of African American and African Diaspora Studies. The Promotion Coordinator is a member of the AAAI’s Marketing and Promotions staff, and servers as the central communication person for promotional activities. For more information about the AAAI, visit our website: http://www.indiana.edu/~aaai

Terms of Appointment and Forms of Compensation
Graduate Assistantship: 40 to 50 % FTE (16 to 20 hours per week); Monthly stipend, fee remission and health insurance (http://www.indiana.edu/~uhrs/benefits/student-saa-2012-13.html)

Qualifications
1. Excellent oral and written communication skills
2. Experience in marketing and promotion, especially of the performing arts
3. Excellent interpersonal skills
4. Ability to work independently (self-motivated) and as a member of a creative team
5. Strong sense of organization, particularly in regard to planning events and maintaining records
6. Excellent computer skills across Mac and PC platforms. Experience with spreadsheet (Excel) and presentation (PowerPoint) applications.

Responsibilities
Supervised by the AAAI’s Performance Manger, the Promotion Coordinator is required to fulfill the following responsibilities.
1. Participate in planning activities and events that promote AAAI and its ensembles.
2. Provide material and information that will assist presenters in their efforts to promote the AAAI and its ensembles.
3. Coordinate and implement distribution of posters, flyers, brochures, and other printed promotional materials.
4. Submit, update, and remove information submitted to electronic advertising resources, such as the Bloomington Arts Portal and IU Web Calendar.
5. Submit, retrieve, and update promotional information through all social media.
6. Organize, assemble, and update promotion and press packets.
7. Establish and maintain a dialogue with student organizations. Attend student organization events and make presentations on behalf of the AAAI and its ensembles.
8. Maintain updated versions of voice-mail greetings for the marketing office phone line with information on upcoming events or performances.
9. Maintain updated lists and databases for promotional mailings.
10. Maintain records of promotional activities.
11. Work on special projects (such as fund raising, recording, and media preservation projects, etc.) as assigned.
12. Attend and work the door, promotional booths, or tables at concerts and other events.

Application Process
1. Apply for financial assistance by completing the FAFSA form, which may be accessed at IU’s Students Central on Union website: http://studentcentral.indiana.edu/financial-aid/apply/index.shtml
2. To apply for a position with the AAAI, send letter of application, resume, and three references (names, email addresses, and phone numbers only) to the address or email below.
3. After we review your materials, you may be invited to interview.

Apply to
Charles E. Sykes, Executive Director; African American Arts Institute; 275 North Jordan, Suite 310; Indiana University; Bloomington IN 47405-1101; csykes@indiana.edu

Indiana University is an Equal Opportunity/Affirmative Action Employer committed to excellence through diversity.

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