



LOS ANGELES CONTEMPORARY EXHIBITIONS  
6522 Hollywood Boulevard, Los Angeles, CA 90028  
t: 323.957.1777 | f: 323.957.9025 | [www.welcometolace.org](http://www.welcometolace.org)

## Marketing and Development Coordinator Search

(OCTOBER 2006) LACE, internationally recognized nonprofit contemporary art center located in the heart of Hollywood, seeks a part-time Marketing and Development Coordinator looking to grow professionally while building on the organization's rich 28-year history of expanding interactions between art and audience and nurturing bold advances in creative forms.

The Marketing and Development Coordinator is a key member of the core LACE team of four staff members. This position plays a critical role in LACE's plan to implement inventive marketing strategies, diversify income streams, optimize audience-building opportunities, and continue to raise the profile of LACE.

### REQUIRED QUALIFICATIONS AND EXPERIENCE:

- Strong passion for the arts and visual culture
- Thrives in a high energy environment and can think out-of-the-box
- Two years' experience in development or marketing in a non-profit organization
- Exceptional writing and verbal skills; interpersonal and friendly
- Highly organized, with computer and database management proficiency and able to meet multiple deadlines in a dynamic environment
- Able to recognize and maximize connections between income opportunities and institutional needs
- Demonstrated aptitude for communicating organizational vision, history, and mission to the public through printed materials, inventive public relations, and alliances
- Experience building strategic partnerships

To apply, please submit a resume, cover letter, and three writing samples to:

Managing Director, LACE, 6522 Hollywood Boulevard Los Angeles CA 90028  
fax: 323.957.9025, [bridget@artleak.org](mailto:bridget@artleak.org)

Applications may be emailed, faxed or mailed. We are currently interviewing for this position.

*LACE (Los Angeles Contemporary Exhibitions) is an equal opportunity employer. In its employment practices, persons are employed and employees are treated equally and without regard to or because of race, religion, ancestry, national origin, sex, sexual orientation, age, disability, marital status, domestic partner status, or medical condition.*

*Located in the heart of Hollywood, LACE contributes to the long-term enrichment of Los Angeles' urban landscape and champions art's ability to engage with the timely issues that shape local and global life. LACE events—exhibitions, performances, screenings, dialogs and other public forums—strive to inspire the public imagination and to expand interactions between art and audience.*

*LACE encourages people and projects working across diverse and emergent creative forms to interrogate the boundaries of culture and artistic practice. Since 1978, LACE has presented the work of over 5000 artists through exhibitions, performances, screenings and public art works. Become part of LACE's illustrious history today, while ensuring its vibrant future.*

For more information on LACE, please visit [www.welcometolace.org](http://www.welcometolace.org)



LOS ANGELES CONTEMPORARY EXHIBITIONS  
6522 Hollywood Boulevard, Los Angeles, CA 90028  
t: 323.957.1777 | f: 323.957.9025 | [www.welcometolace.org](http://www.welcometolace.org)

## **Marketing and Development Coordinator Overview of Responsibilities**

### SUMMARY:

The Marketing and Development Coordinator (MDC) is a key member of the LACE team, which raises, through diversified means, an annual budget of just under \$500,000. The MDC leads and manages marketing and media related activities and works with the rest of the LACE staff and board to build audiences and deepen relations through inventive public relations, special events and strategic partnerships. Position is 60% part-time (24 hours/week). Salary range: \$22,800 to \$24,600 D.O.E.

### Organizational Profile/Outreach

- Oversee implementation of LACE identity through conception and creation of all marketing and fundraising materials; work with designers and marketing/public relations consultants to implement unified marketing strategies, as needed,
- Oversee the development of LACE's web site as well as program documentation and image management,
- Develop programming opportunities and strategic partnerships with community organizations, schools, and businesses community to increase visibility in Hollywood community and Los Angeles at large, and
- Work with the Executive Director to increase organization's visibility to government, businesses, funders, and individuals.

### Marketing/Public Relations

- Attend all public programs and events to maximize marketing opportunities,
- Gain press coverage to build LACE reputation locally, nationally and internationally,
- Oversee membership program to translate new audience members into active supporters,
- Establish and maintain relationships with media contacts, funders and sponsors, and
- Systematize all communications-related activities.

### Fundraising/Development

- Write solicitation letters, conduct funder/donor correspondence and generate grant narratives,
- Develop and oversee production of special cultivation events year-round to add value to LACE membership programs,
- Oversee the planning and implementation of the Annual Benefit Art Auction, the organization's largest annual fundraiser,
- Market *Contemporary Editions Los Angeles* program and sell limited editions, and
- Oversee LACE's space rental program.

For more information on LACE, please visit [www.welcometolace.org](http://www.welcometolace.org)