

State Foundation on Culture and the Arts
Marketing Coordination for the Hawai'i State Art Museum and Art in Public Places Collection

Submission Deadline: December 16, 2022

Contract Dates: January 1, 2023-December 31, 2023

Key responsibilities

- Overseeing and developing marketing campaigns
- Conducting research and analyzing data to identify and define audiences
- Devising and presenting ideas and strategies
- Writing and proofreading creative copy
- Maintaining websites and looking at data analytics
- Coordinating internal marketing and an organization's culture
- Monitoring performance
- Assist with managing campaigns on social media
- Contribute in the implementation of marketing strategies
- Support and assist the events manager. Attend promotional activities or events to raise brand awareness
- Execute advertising and promotional campaigns for products or services on a media (social, print, radio etc.)
- Liaise with event managers and vendors to promote success of activities and enhance the museum's presence
- See all ventures through to completion and evaluate their success using various metrics
- Prepare content and advertisements for local publications/newspapers/television or news/radio, etc.
- Conduct market research to identify opportunities for promotion and growth
- Collaborate with event managers in preparing budgets and monitoring expenses
- Contractor to work with SFCA on targeting marketing in the following potential methods: SEM, social media, television, print ads, radio, digital programmatic

Requirements

- Must be a Hawai'i based company
- Proven experience as marketing officer or similar role
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Thorough understanding of social media and web analytics
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Creativity and commercial awareness
- A team player with a customer-oriented approach
- BSc/BA in marketing, business administration or relevant field

Target Audience:

Visitors to the Hawai'i State Art Museum, social media followers of the SFCA and Hawai'i State Art Museum, the Hawai'i Arts Community and fellow creatives

Submittals:

Please provide three links to samples of work demonstrating these qualifications, uploaded with the bid.

- Selection will be made by a committee who will evaluate the provided qualifications, past experience, work samples, and references. The selection will not be based solely on the bid amount, but best value for the state, and will be conducted by panel review.
HAWAI'I BASED COMPANIES ONLY.
- Budget must include total price of above
- Price is inclusive of all taxes, fees and HiePro
- Additional information about current and recent SFCA programs and activities can be the 2020 Annual Report, available on the SFCA website (sfca.hawaii.gov).