



Silvermine Arts Center | New Canaan, CT

Position: **Graphic Designer / Marketing Manager**
Reports To: Chief Executive Officer
Level: Full-time
Salary: Commensurate with experience + Benefits

About Silvermine Arts Center

Silvermine Arts Center is a nationally recognized nonprofit visual arts institution with a 100+ year history of supporting artists and providing exceptional arts education. Located in New Canaan, Connecticut, Silvermine serves thousands annually through its School of Art, exhibitions, and outreach programs. For more information, please visit www.silvermineart.org

We are seeking an experienced **Graphic Designer / Marketing Manager** to lead the visual design and execution of Silvermine’s marketing initiatives. This is a hybrid role that combines creative production with marketing management and is ideal for a seasoned professional who can both produce strong visual materials and oversee the campaigns that promote the organization.

Position Overview

The Graphic Designer / Marketing Manager is responsible for the visual presentation, campaign coordination, and brand consistency of Silvermine’s marketing efforts across print, email, advertising, social media, and web. This is a hands-on role for a highly organized professional with strong design sensibility, excellent judgment, and the ability to manage multiple deadlines in a fast-paced nonprofit environment.

The position reports directly to the CEO and works closely with School of Art, gallery and outreach staff. The role also works closely with Silvermine’s Social Media Manager to ensure alignment with brand standards and campaign priorities.

This is a full-time, salaried position, working Monday through Friday, 9:00 a.m. to 5:00 p.m., with occasional evening or weekend hours as needed for events, emergencies, or seasonal maintenance.

KEY RESPONSIBILITIES include, but are not limited to:

Graphic Design & Visual Content

- Design marketing materials including posters, flyers, postcards, catalogs, brochures, and digital graphics
- Create visual assets for email campaigns, digital advertising, and promotional materials

- Produce exhibition graphics and other program-related visual materials
- Prepare files for print production and digital use
- Maintain strong visual consistency across all materials and platforms
- Handle standard image formatting, resizing, and asset preparation as part of the design process

Marketing Campaign Management

- Plan and execute marketing campaigns promoting classes, exhibitions, events, and institutional initiatives
- Coordinate campaign timing with academic sessions, exhibitions, and organizational priorities
- Support audience growth, visibility, and engagement across programs
- Ensure social media content reflects Silvermine’s visual identity, brand standards, and campaign priorities
- Collaborate on campaign planning, content direction, and engagement strategy with Social Media Manager

Email Marketing

- Plan, prepare, schedule, and analyze 3–4 email campaigns per week, adapting content within established templates
- Edit copy and images for clarity and brand consistency
- Monitor performance and adjust campaigns as needed.

Advertising & Promotion

- Design print and digital advertisements
- Coordinate placements, specifications, and promotional timelines
- Ensure brand consistency across all media outlets

Photography & Visual Assets

- Capture and edit photography for classes, exhibitions, website, and annual publications
- Maintain organized image archives for marketing and publications

Brand Management

- Maintain Silvermine’s visual brand standards
- Ensure consistency across printed materials, digital communications, advertising, email, and social channels
- Review outward-facing materials for quality and cohesion; proof reading for spelling, accuracy, content and voice

Analytics & Reporting

- Track performance of email campaigns, advertising, and digital engagement
- Provide periodic summaries to help assess effectiveness and guide future strategy

Team Collaboration and Leadership

- Work closely with School staff, Gallery staff, and outside vendors to support institutional marketing needs
- Edit and update school catalogs for website publication
- Support gallery communications and promotional materials
- Provide daily oversight and art direction to marketing staff including, printers, designers, and other outside partners as needed

Qualifications

- Minimum of 5 years of professional experience in graphic design, marketing, communications, or a related field, with demonstrated responsibility for producing and managing outward-facing marketing materials
- Strong proficiency in Adobe Creative Suite, particularly Photoshop, InDesign, and Acrobat/PDF editing; solid working knowledge of MS Windows, Microsoft Word, Excel, Google Sheets, and Google Forms; familiarity with Quark is a plus
- Demonstrated graphic design portfolio required, showing strong print and digital work, visual consistency, and good typographic judgment
- Photography skills required, including the ability to capture and prepare images for marketing, web, and print use
- Experience with email marketing platforms, preferably Constant Contact
- Strong visual judgment, typography, layout, and brand consistency skills
- Excellent organizational, time-management, and file-management skills
- Ability to manage multiple projects simultaneously, meet deadlines, and work both independently and collaboratively