



Marketing Consultant (independent contractor basis)

ArtsConnection has 45 years of expertise in arts education and a proven history of providing strong Professional Learning services in New York City. Over the past four decades we have developed a wealth of research-based resources including:

- A Professional Learning website: <https://teachwithartsconnection.org/>
- In-person and virtual synchronous workshops
- Activities, methodologies, and resource libraries
- Tools to support literacy for young learners
- Resources to support multilingual learners and students with disabilities

The next step in this evolution is to extend the reach and impact of our professional learning resources beyond New York City to a wider audience.

The AC Framework is the foundation of all our work-- a model for innovative arts education and youth development, working to shift the parameters of arts education toward a more inclusive, equitable future. We have seen the transformative effect on the thousands of NYC students and educators who currently participate in our programs and know it will do the same for thousands more across the country once it is accessible to them. The Framework has been in development for several years, including significant testing and refinement.

To help extend our impact beyond NYC, we are seeking a Marketing Consultant with a strong background in K-12 education, ideally with some relationship to the arts and equity-focused work. Our proposed scope of services includes:

- Market research regarding regional and national education landscape to help identify potential opportunities for our Professional Learning services
- Guidance on strategy for effectively reaching these new audiences/ markets, leads for contacting/ engaging potential new partners outside of NYC
- Advice on copy and design of promotional materials to best appeal to intended audiences while clearly communicating ArtsConnection's services and their value

Our budget for this consultancy is \$10,000, inclusive of all consultant labor and other expenses. Our timeline for the project begins in April 2025, with completion by the end of June.

If interested, please email jobquery@artsconnection.org with your resume to discuss this opportunity. Please use subject line "**Marketing Consultant**".