



Scope of Work  
Contract Position: Marketing Capacity Program, Kansas City Region

Goal

Increased participation in arts and culture among underrepresented and traditionally marginalized communities through the reduction of systemic barriers that limit access to events, performances, exhibitions, and activities. Increased access to arts and culture enables all individuals to enjoy the personal, societal, and economic benefits the arts and culture provide.

Scope of Work

This contract role will work directly with ArtsKC to execute two pilot sessions of the Marketing Capacity Program over 6 months. Each session is 3 months long. Sessions scheduling begins as soon as the position is filled.

Each program session is 8 weeks with one month in between sessions. Each session consists of a cohort of 10 non-profit arts organizations across disciplines. Participants attend six consecutive classes and complete an individual project with a marketing professional outside the arts industry. Each participating organization receives \$2,000 in risk capital to fund their project and a \$500 participation stipend.

The scope of work includes the following:

- Build close working relationships with nonprofit arts organizations in order to ensure the program continues to meet their needs
- Grow the Marketing Consultant Pool - a list of individuals and agencies interested in providing expertise for workshops, webinars, and individual project work
- Collect contracts and facilitate payments
- Prepare and conduct assessments with participating arts organizations to understand the current capacity of the organization
- Assess the cohort's learning goals and build classes around those priorities
- Identify and recruit subject matter experts to conduct classes
- Ensure diversity, equity, and inclusion principles are integrated into the curriculum as it pertains to marketing tactics. The SME, contractor, and/or an additional expert needs to incorporate DEI into the decision-making of marketing professionals.
- Assist SME in creating materials to meet learning goals

- Schedule and lead group training sessions via webinars and/or in-person workshops
- Monitor, report on, and present group progress
- Meet with arts organizations and project consultants to determine ROI tracking for individual projects, monitor progress, and troubleshoot any issues
- Assist participants in building and presenting their final projects and learning to the cohort
- Work closely with the Director of Programs and Services to stay true to the goal, problem-solve, and align with overall ArtsKC programming
- Conduct post-program assessments and develop a brief report at the end of each session
- Make recommendations for future sessions

### Focus

This contract role will advance diversity, equity, and inclusion through professional development training for arts administrators as they build and diversify their audiences. This person must be a relationship-oriented, data-savvy communicator that will implement professional development training opportunities for part of ArtsKC's Audience Development Practice including the Marketing Capacity Program. The ideal candidate will have a deep understanding of DEI, audience development issues in the arts, trends, and best practices in marketing, and have experience building training courses. This contractor works directly with the Director of Programs & Services and collaboratively with the full ArtsKC team.

### Challenges to Access

- Barriers of cost, culture, and transportation
- Systemic bias within the staff of arts and culture organizations diminishes a sense of belonging in audiences
- Lack of audience data and analysis related to outreach to targeted audiences
- Difficulty keeping up with changing demographics of target audiences
- Difficulty assessing and keeping up with socio-economic limitations in existing and desired audiences
- Limited cross-sector relationships with human service organizations that could provide a connection with arts and culture activities
- Close collaboration within the industry and shared audience development goals
- Additional barriers that intersect with cost and limit access are belonging, disability, ethnicity, age, transportation, and geography. The absence of belonging is also a real barrier and accompanies most of the limitations individuals face in participating. How can we best support and welcome new and diverse audiences?

### Background

Four years ago ArtsKC established audience development as one of our key priorities within our pillars of service. We believe that all members of the community can and should benefit from the power of the arts. We are building our programs to ensure inclusive, accessible engagement in the arts. ArtsKC's Audience Development Practice (ADP) is designed to help arts organizations expand marketing capacity through programs that support accessible consumer data and analysis, online promotion, risk capital, professional development, networking, and collaboration - resulting in equitable and inclusive marketing practices that

grow and retain new, more diverse audiences year over year.

### How to Apply

Please email a contract proposal for two sessions (6 months) to [humanresources@artskc.org](mailto:humanresources@artskc.org). Proposals will be evaluated based on alignment with program goals stated in this scope of work. Proposals should include the following:

- Work plan that includes how you will communicate with all parties, maintain the schedule, collect feedback, implement changes, etc.
- Preferred working hours with the understanding that classes will take place once per week between 12-5 pm.
- Total cost for your time to run 2 cohort sessions (6 months) with an option to extend if all parties agree.