



MARKETING/COMMUNICATIONS COORDINATOR

PURPOSE

Working under the supervision of the Director of Marketing, the Marketing/Communications Coordinator will assist with the planning, creation, and implementation of the Festival's marketing and communications activities. The Coordinator will also interact with other Festival departments (in-house and contracted) to ensure smooth operation and execution of marketing department needs.

RESPONSIBILITIES

The Marketing/Communications Coordinator will:

- 1) Lead project management of key marketing materials, including creating project timelines, collecting content from internal and external sources, and facilitating review rounds. Coordinator must be extremely organized and comfortable with cross-departmental communication and deadline enforcement.
- 2) Write, edit, and proofread marketing materials, including: social media posts, advertising copy, print collateral, blog posts, and other pieces as needed. Review public communications for adherence to the Festival's professional guidelines, recommending and/or implementing changes as necessary.
- 3) Manage and assist with electronic communications, including: building email blasts, updating website content (including posting new and updated content and imagery), writing and editing copy, integrating messaging across various channels (e-mail, web, social media, print and direct mail), and analyzing web statistics.
- 4) Assist with management of marketing support staff, including assistants, interns, and volunteers. Coordinate staffing efforts for distribution of materials and other marketing information. Liaise with other Festival departments (box office, audience services, programming, artist services) to ensure smooth operation of marketing efforts.
- 5) Other duties as assigned.

REQUIREMENTS

- Excellent writing skills translatable to various platforms (social media, website, artist interviews, brochure copy)
- Must be highly organized and detail-oriented
- Proficiency and familiarity with Google Suite applications, Basecamp, social media platforms, Adobe Creative Suite (including Photoshop, Illustrator, and/or InDesign)
- Ability to handle multiple tasks and priorities with efficiency and poise
- Experience with web content management systems and HTML. Familiarity with Drupal is a plus, but not required
- Interest and experience in the performing arts is a plus

DATES: November 2019 to July 2020

HOURS: Part-time from November–March, full-time from March–July with weekend and evening hours required during the Festival, from June 8–22, 2019

LOCATION: 195 Church Street, 12th Floor, New Haven, CT 06510

TO APPLY: Please send a cover letter, resume, and 2–3 writing/social media samples to lehrlich@artidea.org, referencing the position title in your email subject line.