



Marketing & Communications Coordinator

About the International Festival of Arts & Ideas

For 25 years, the International Festival of Arts & Ideas has inspired and delighted audiences with an annual program of more than 200 performing arts and humanities events each June, at least 80% of which are free.

In 2020, the Festival chose optimism over cancellation, and celebrated its 25th anniversary by producing and presenting three months of rich and diverse virtual programming. Events ranged from world- and nationally renowned speakers sharing the stage with critical local voices for discussions on democracy, jazz concerts, takeout mixology classes, virtual bike and walking tours, and live performances by local on-call artists on front lawns and sidewalks throughout the area.

Year-round programs include town-hall events, a fellowship program for youth, planning and implementing mini-festivals in New Haven's culturally rich neighborhoods, participation in the NEA Big Read, and our annual Visionary Leadership Award program.

The Festival's mission is to create an internationally renowned festival in New Haven of the highest quality, with world-class artists, thinkers and leaders, attracting and engaging a broad and diverse audience, celebrating and building community, and advancing economic development.

Position

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.

Part-time permanent position at 25 hrs / week
Yearly salary range \$26,000 – \$29,000

Requirements

- Exceptional writing skills translatable to various platforms (social media, website, artist interviews, brochure copy)

- Experienced at writing press releases, creating press lists, and pitching stories to local and national press
- Must be highly organized and detail-oriented
- Proficiency and familiarity with Google Suite applications, 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
- Ability to effectively communicate and engage with diverse audiences and Festival stakeholders
- Interest and experience in the performing arts is a plus

Primary Responsibilities

- **Social Media:** Manage all Festival platforms (Twitter, Facebook, Instagram); post organic content at least 2x/day; serve as liaison with Festival's contracted digital marketing firm, Capacity Interactive
- **Analytics:** Track analytics for the Festival's website and social platforms and recommend changes to work flow to improve audience engagement
- **Website:** Create events on the Festival website, maintain accuracy and consistency of overall Festival site, work with contracted developer to make updates and as-needed changes to website infrastructure
- **Blog:** Write weekly blog posts (ie: news posts and interviews with artists)
- **Press:** Write press releases, create press lists, and distribute to press
- **Copywriting:** Write and edit web & print marketing copy for events
- **Additional Writing/Editing:** Proofread Festival print/digital pieces, other writing/editing tasks as needed.
- **Mailing List:** Using Spektrix software, pull audience lists, create & send e-blasts
- **Project Management:** Assist Director of Marketing in organizing workflow, creating and maintaining info flow systems, and keeping marketing projects on schedule

- **Admin:** Other marketing duties as assigned, in areas including tourism, advertising, design, ticketing, and multimedia

Reports to: Director of Marketing. Key communication with Festival staff and management on a regular and consistent basis to ensure the timely and effective implementation of the program. Taking part in meetings and discussions as necessary to achieve the department goals.

To Apply: Applicants should send a cover letter and resume with “Marketing & Communications Coordinator” in the subject line by email to: Lara Ehrlich, Director of Marketing, lehrlich@artidea.org. Applicants who do not include a cover letter with their resume will not be considered for this position. No phone calls, please (we are working remotely!). We look forward to hearing from you.

The International Festival of Arts & Ideas is an equal opportunity employer and will not discriminate or permit discrimination against any person or group of persons on the basis of race, color, religious creed, age, sex, transgender status, gender identity or expression, marital or pregnancy status, national origin, ancestry, present or past history of mental disability, intellectual disability, learning disability, military status, lawful source of income, sexual orientation or physical disability, or any other class of persons or categories protected by law.

The Festival believes in centering Black and Brown communities that are targeted and abused by unjust systems of oppression. The Festival stands in solidarity with the communities, artists, and speakers with whom it collaborates and pledges that its support extends beyond the Festival’s performance dates. The Festival will do everything it can to help dismantle systematic racism and raises its voice with those in the community who are already engaged in this vital work. The Festival commits to working alongside the community to create transformative change in New Haven.