

JOB DESCRIPTION

MARKETING COORDINATOR

Summary/Objectives

The Marketing Coordinator reports to the Director of Marketing and is responsible for contributing to the strategic communication outreach efforts of the organization's marketing department. This position is responsible for a variety of duties that include organizing and maintaining the marketing and advertising calendar, working with our design agency on execution of advertising art and collateral, updates to our website, email blasts and more. This position seeks a professional with strong attention to detail and enthusiasm for the role.

Essential Duties and Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Supports marketing day-to-day operations including campaigns, promotions and projects
- Oversees advertising calendar and ad execution with designer
- Oversees the social media calendar
- Creates daily social media posts in line with Festival Napa Valley messaging
- Maintains inventory of all digital and hard copy marketing material
- Manages and organizes all marketing assets of photos and logos
- Oversees partner asset management; processing logos and partner records, receiving and organizing event photos and logos
- Sends communications using an email marketing system that includes, but not limited to, newsletters, event promotions, press releases and various other types of communications
- Partner marketing outreach
- Text updates to website
- Coordinates and follows through with design company on all signage artwork and development
- Calendar listings

Knowledge, Skills and Abilities

- Three years of experience in luxury and hospitality marketing
- Organized with a strong attention to detail
- Great time management skills
- Ability to multi-task in a fast-paced environment
- Able to communicate effectively in a team environment
- Proactive with the ability to work independently
- Experience with collateral design such as rack cards, brochures, posters, business cards and other types of collateral
- Experience with Photoshop and In Design
- Proficient in Word, Excel and PowerPoint
- Salesforce knowledge preferred but not required
- Knowledge of Facebook, Instagram and Twitter

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, printers, filing cabinets and copiers.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Position Type/Expected Hours of Work

This is a full-time position, and general hours of work and days are Monday through Friday, 9:00 a.m. to 6:00 p.m. Seasonal peaks should be expected from March through July annually.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Equal Employment Opportunity

Festival Napa Valley is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by the law.