

Position:	Marketing & Communications Manager
Classification:	Exempt, full-time
Reports to:	Director of Education & Engagement
Effective Date:	10/1/22

JOB DESCRIPTION

Summary/Objectives

The Marketing & Communications Manager reports to the Director of Education & Engagement and manages the implementation of campaigns for Festival Napa Valley's audience development, brand marketing, ticket sales, and public/media relations efforts. The Manager works collaboratively across the organization and is responsible for tracking and documenting data related to media outreach as well as organizing and maintaining all promotional assets (photos, print materials, webpages, email campaigns) in order to raise the visibility of Festival Napa Valley, further the Festival's further development initiatives, and support institution-wide goals.

Essential Duties and Responsibilities

Brand Marketing

- Manage and elevate FNV's brand through the design and creation of specialized collateral items, print and digital publications, advertising, website, digital and social media.
- As directed by FNV's Director of Education and Engagement and in concert with FNV's contracted publicist, support local, regional, and national media coverage including deadline driven management and delivery of assets.
- Working with FNV's contracted webmaster, members of FNV's Production and Partnerships teams, as well as FNV's outside marketing agency, manage and update content of Festival marketing and communications tools including webpages, photography, logos, press releases, bios, creative templates, and appeal campaign materials, often involving the creation and editing of FNV webpages.
- Ensure that Festival messaging and brand personality are woven through all communications platforms.
- Other related marketing duties as assigned.

Communications

- Develop, implement, and manage comprehensive communication project calendars and workflow tracking tools to support organization-wide initiatives including print and digital efforts such as the Festival's webpages, email campaigns, e-newsletter, annual magazine, Summer Season playbill, gala auction catalog, program guides, signage, and invitations.
- Working with outside vendors such as print shops and signmakers as well as third party software platforms, ensure graphic consistency and reliability of communications across platforms for all Festival concert and event content, including production and distribution of annual print publications (Crescendo Magazine, Festival Playbills, Gala Auction Guide), signage, and email campaigns.

- Under the guidance of FNV's Director of Education & Engagement and utilizing Festival Napa Valley's seasonal marketing calendar, create and distribute weekly email marketing campaigns, digital flyers, and bi-monthly e-newsletters (*The Cadence*).
- Collaborate with Director of Education & Education and Senior Director of Growth & Philanthropy on strategies and communications to make the case for giving and drive demand for Patron Pass purchases, creating mock-ups of collateral as needed.
- Record/track data and prepare quarterly reports documenting communications activities and tracking impressions and readership.
- Productively identify and utilize software tools which increase efficiency of communication campaigns.

Knowledge, Skills and Abilities

- Bachelor's degree in a related field.
- Minimum two years' experience in the marketing of the performing arts or luxury goods.
- Experience creating and maintaining webpages (familiarity with Mura a plus)
- Experience in graphic design, print production, and digital production.
- Software competency with Dropbox, Google Drive, Adobe Suite, Photoshop, Excel, Google Analytics, and an online email marketing platform such as Mailchimp or Constant Contact.
- Proficiency with social media platforms such as Instagram and Facebook, including analytics.
- Familiarity with Salesforce or other CRM platform.
- Ability to perform effectively in a fast-paced environment, with a high level of creativity, flexibility, and self-direction.
- Ability to deal diplomatically with a wide range of people. Approaching others in a tactful manner; reacting well under pressure; treating others with respect and consideration regardless of their status or position; accepting responsibility for own actions; demonstrating accountability and following through on commitments.
- Strong verbal and written communications skills.
- Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas.
- Exceptional interpersonal and relationship-building skills with experience working in complex team settings and environments.
- Superb attention to detail and organization of materials.

Work Environment

This job operates in a professional remote office environment August through June and also requires in person, onsite presence in the Napa Valley from late June through the end of July (housing/hotel provided by FNV, as needed). This role routinely uses standard office equipment such as computers, phones, printers, shared drives, 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.; however, this position regularly requires long hours and frequent night and weekend work during the annual Summer Season. Seasonal peaks should be expected from March through July annually.

Travel

This position may require overnight travel (paid for by Festival Napa Valley).

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.