

Position:	Marketing and Communications Manager
Classification:	Exempt
Reports to:	Director of Marketing and Communications
Effective Date:	9/5/2024

JOB DESCRIPTION

Summary / Objectives

The Marketing and Communications Manager reports to the Director of Marketing and Communications and manages the implementation of campaigns and strategies to amplify the visibility of Festival Napa Valley with its stakeholders. The Manager works collaboratively across the organization to manage most marketing and communications efforts, including brand management, digital and print collateral, advertising, website, eblasts, and social media.

Essential Duties and Responsibilities

- Work closely with the Director to execute marketing plans aligned with FNV's mission and objectives
- 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
- Manage and execute on FNV's comprehensive communication project calendars and workflow tracking tools to support organization-wide initiatives, including webpages, email campaigns, e-newsletter, social media, annual *Crescendo* magazine, Summer Season playbill, Arts for All Gala and Auction materials, Patron Program materials, program guides, flyers, signage, and invitations.
- Create and manage the production of marketing and communication materials, such as brochures, presentations, websites, and social media content to ensure consistent frequency and maintain brand integrity across all channels for FNV concerts, events, and initiatives
- Collaborate to develop and implement strategies to grow FNV's online community and enhance engagement
- Ensure that Festival messaging and brand personality are woven through all communications platforms.
- Oversee and manage the activities of the Marketing and Communications Associate and contractors (as assigned) to ensure efficient and effective execution of marketing strategies, as well as the management and delivery of assets to support outreach and PR efforts
- Oversee the processing and organization of all FNV assets, such as photos, videos, logos, press releases, bios, and final creative files with support of the Associate
- Record / track data and prepare quarterly reports documenting marketing and communications activities with support of the Associate
- Stay updated on industry trends, best practices, and emerging technologies related to digital asset management and analytics, researching and providing recommendations as appropriate
- Other duties as assigned

Knowledge, Skills and Abilities

- Bachelor's degree in Marketing, Communications, or related field
- Minimum two years' experience in marketing performing arts, nonprofit services, or related fields
- Management or supervisory experience a plus
- Experience in graphic design, print production, and digital production (photo and video editing a plus)
- Experience creating and maintaining webpages (basic HTML/CSS experience a plus)
- Experience and proficiency with Dropbox, Google Drive, Adobe Suite (especially Lightroom Classic, Photoshop, InDesign, and PDF Pro), Microsoft Excel, Google Analytics, and an online email marketing platform, such as MailChimp or ConvertKit
- Experience and proficiency with social media platforms, such as Instagram, Facebook, and LinkedIn, including analytics
- Familiarity with Salesforce or other CRM platform
- Familiarity with Napa Valley, especially its wine, hospitality, and culture sectors
- Ability to perform effectively in a fast-paced environment, with a high level of creativity, flexibility, and self-direction
- Maintains high level of external and internal professionalism with the ability to deal diplomatically with a wide range of people – approaching others in a tactful manner; reacting well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; demonstrates accountability, follows through on commitments
- Excellent verbal and written communications skills, with a focus on authentic storytelling, building meaningful connections, and brand consistency
- Demonstrated experience in digital marketing, content creation, active management of social media platforms, and brand strategy for nonprofit causes
- Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas
- Exceptional interpersonal and relationship-building, promoting collaboration and dedication to our nonprofit's vision
- 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, 9:00am to 6:00pm; 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 some 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.