

Position:	Marketing and Communications Associate
Classification:	Part-time Hourly (20-30 hr/week)
Reports to:	Marketing and Communications Manager
Effective Date:	9/5/2024

JOB DESCRIPTION

Summary / Objectives

The Marketing and Communications Associate reports to the Marketing and Communications Manager and supports the implementation of campaigns to amplify the visibility of Festival Napa Valley with its stakeholders. The Associate works collaboratively across the organization to organize and maintain physical and digital archives of assets (including photos, print materials, email campaigns, and signage) related to brand management, advertising, website, eblasts, and social media.

Essential Duties and Responsibilities

- Organize and maintain our digital asset library, including categorizing, tagging, and updating files to ensure easy access and retrieval
- Ensure the quality and consistency of digital assets, including verifying correct file formats, resolution, and branding guidelines compliance
- Work closely with the Manager to create and edit marketing materials, such as flyers, signage, and invitations, utilizing the digital asset library to ensure alignment with FNV’s mission and objectives
- Coordinate the distribution of digital assets to internal and external stakeholders, ensuring proper usage rights and permissions
- Support the development of analytics reports by collecting and consolidating data from various sources, including website analytics, social media metrics, and email campaign results
- Support website updates by assisting in content creation, formatting, and publishing, ensuring consistency with branding and messaging
- Other duties as assigned

Knowledge, Skills and Abilities

- Bachelor’s degree in Marketing, Communications, or related field
- 1-2 years of experience in marketing, communications, or a relevant role
- Experience in organizing and maintaining digital assets, including photos and graphic files
- Experience and proficiency with Dropbox, Google Drive, Microsoft Excel, and Adobe Suite (especially Lightroom Classic, Photoshop, InDesign, and PDF Pro)
- Familiarity with Google Analytics and an online email marketing platform, such as MailChimp or ConvertKit, a plus
- Photo and video editing and basic HTML/CSS experience a plus
- Experience and proficiency with social media platforms such as Instagram and Facebook
- Familiarity with Salesforce or other CRM platform
- Ability to perform effectively in a fast-paced environment, with a high level of creativity 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
- Excellent interpersonal and relationship-building skills with experience working in complex team settings and environments
- Superb attention to detail and organization of materials and records

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 part-time hourly position, and general hours of work and days are Monday through Friday, 9:00am to 6:00pm, with occasional off-season weekend events. This position requires increased hours and frequent night and weekend work during the annual Summer Season. Seasonal peaks should be expected from March through July.

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.