

<b>Position:</b>	<b>Partner Co-Marketing Manager</b>
<b>Classification:</b>	Full-time employment, exempt
<b>Reports to:</b>	Director of Strategic Partnerships
<b>Compensation:</b>	Anticipated starting salary is in the range of \$75,000 to \$80,000 annually
<b>Effective Date:</b>	November 15, 2024

## JOB DESCRIPTION

The Partner Co-Marketing Manager organizes and manages marketing deliverables for 150+ Festival sponsors and partners, as well as produces internal sponsorship sales materials and manages various content-specific projects. This position manages and oversees the ways in which all partners and sponsors are recognized during the full summer Festival, as well as throughout year-round programming. The Partner Co-Marketing Manager reports to Festival Napa Valley's Director of Strategic Partnerships and operates creatively across departments, and represents the marketing needs of both national, global, and regional brands amidst the current and future digital media marketing platforms utilized by Festival Napa Valley. The person in this role is an integral member of the team who creates a streamlined process for acknowledging partners both in a live setting as well as via varied marketing channels.

### Essential Duties and Responsibilities

- Attend and contribute to weekly meetings with the full team as well as focused groups
- Support relationship management of media and marketing partners
- Build and maintain centralized digital asset library for all sponsor and partner materials
- Assist Marketing/Communications team with collection and organization of digital artwork for ads and all digital assets for sponsor/partner related communications
- Collaborate with Marketing/Communications team on sponsor/partner content via research and creative concepting
- Assist with creation and tracking of partner benefit grid to ensure that assigned partner/sponsor deliverables are met and are scheduled in coordination with other Festival Marketing/Communications
- Work with Marketing/Communications team to ensure that agreed marketing deliverables are conveyed and executed
- Review and approve sponsor/partner recognition on Festival-wide signage, website, emails, printed materials, etc.
- Develop and execute comprehensive year-round social media content calendar to ensure that all top sponsors and partners receive appropriate recognition in a way that integrates seamlessly with our mission
- Curate images and copy to be used in social media posts for sponsors and partners (in conjunction with the Festival's Marketing/Communications team and external sponsor/partner marketing teams)
- Manage Festival Napa Valley LinkedIn as it pertains to partner and business-related content
- Orchestrate real-time social media coverage at Festival events as directed, including select year-round events
- Maintain and update partner marketing records in Salesforce within 2 days of receiving new information
- Design and produce pitching collateral, prospect proposals, and wrap decks for year-round sponsor and partners
- Optimize partner presence across digital platforms by managing logo placement, brand guidelines, and messaging consistency
- Work with the Marketing/Communications team to integrate and optimize sponsor/partner messaging into the overall weekly, monthly, and annual email marketing plan
- Manage sponsor/partner photography during summer Festival and designated year-round events, including shot list creation and scheduling
- Create and deliver curated photo albums to select sponsors/partners during the Festival dates
- Manage *Taste of Napa* passport creation, including managing design, production and distribution
- Other relevant 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
- Experience interacting with corporate partners, major F&B brands, and similar businesses
- Demonstrated experience crafting sales-driven marketing collateral and copy (portfolio presenting examples of past work is encouraged)
- Excellent verbal and written communications skills, with a focus on authentic storytelling
- Highly organized with the ability to manage multiple projects with a high degree of detail
- Ability to perform effectively in a fast-paced and collaborative environment, with a high level of creativity, flexibility and self-direction
- Experience in graphic design, print production, and digital production
- Experience creating and maintaining web pages (basic HTML/CSS experience a plus)
- Advanced design experience and proficiency with Canva, Dropbox, Google Drive, Adobe Suite (familiarity with Lightroom Classic, Photoshop, InDesign, and PDF Pro), and Microsoft Excel
- Experience and proficiency with social media platforms, such as Instagram, Facebook, TikTok and LinkedIn, including analytics
- Familiarity with Salesforce or other CRM platform
- Familiarity with Napa Valley, especially its wine, hospitality, and culture sectors a bonus
- Ability to maintain a high level of external and internal professionalism with the ability to deal diplomatically with a wide range of individuals and teams alike – approaching others in a tactful manner and reacting well under pressure
- Demonstrated experience in digital marketing, content creation, active management of social media platforms, and brand strategy for nonprofit causes
- Regular commute to the office and downtown Napa is required throughout the week.
- Management or supervisory experience a plus
- Non-profit experience a plus

**Work Environment**

This job operates remotely, in a seasonal production office environment, and onsite at event venues (predominantly outdoor settings). This position routinely uses standard office equipment such as computers, phones, printers, etc.

**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 50 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 salaried position, working an average of 40 hours per week. Hours may increase steadily during the months of May, June, and July.

**Travel**

This position will require some local travel. Reimbursement for work related travel is available according to IRS mileage reimbursement rates.

**Required Education and Experience**

Bachelor's degree from an accredited college or university. Minimum three years' experience working/volunteering for a nonprofit organization, preferably a performing arts organization.

**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.