

Position:	Marketing & Communications Associate
Classification:	Part-time Hourly (20-30 hr/week)
Reports to:	Assistant Director of Marketing & Communications
Effective Date:	12/1/23

JOB DESCRIPTION

Summary/Objectives

The Marketing & Communications Associate reports to the Assistant Director of Marketing & Communications and supports the implementation of campaigns for Festival Napa Valley's audience development, brand marketing, ticket sales, and public/media relations efforts in order to create awareness and visibility of Festival Napa Valley and its impact on the community. The Associate works collaboratively across the organization and is responsible for tracking and documenting data related to media outreach as well as organizing and maintaining the physical and digital archives of Festival Napa Valley's marketing and communications assets (photos, print materials, email campaigns, signage) related to publicity, promotion, social media, and marketing efforts overseen by Festival Napa Valley's Senior Director of Education and Communications.

Essential Duties and Responsibilities

- Develops and produces communication materials (e.g. communications calendar, web content, event materials design, social media, etc.) for the purpose of aligning and supporting the Festival Napa Valley's marketing and communications goals and objectives.
- Coordinates social media for Festival Napa Valley, creating weekly calendar and content as directed by the Festival's Senior Director of Communications and Education in collaboration with the Festival's Artistic Planning team.
- Compiles data from a wide variety of sources (e.g. social media impressions, website metrics, for the purpose of reviewing, tracking, evaluating, and reporting marketing data.
- Maintains a variety of files and records (e.g. photos, graphics, production and content files, etc.) for the purpose of ensuring the availability of materials and accuracy of information for internal use, distribution, and/or future reference.
- Fulfills photo and footage requests as needed for publicity purposes, internal publications, and external media outlets.
- Researches and recommends best practices.
- Participates in the development of long- and short-term plans in relation to assigned responsibilities (e.g. communications plan, communications and marketing strategy, communications calendar, etc. media materials, etc.) for the purpose of ensuring organizational objectives are achieved in the most efficient and timely manner and in accordance with established policies.
- Performs a variety of technical work (e.g. photography, videography, desktop publishing, graphic design and production, video editing, proofreading, etc.) for the purpose of providing support for Festival's marketing/communications activities.
- Provides in-person support for various Festival outreach community events such as informational tablings, parades, and community concerts.
- Researches a variety of topics related to technology, materials, equipment and/or work aids for the purpose of making recommendations for solutions that address specific requirements and/or enhancing overall efficiency of operations in the areas of digital asset archiving and social media.

Knowledge, Skills and Abilities

- Bachelor's degree in a related field
- Experience in organizing and maintaining digital image collections
- Software competency with Dropbox, Google Drive/Office, Excel, and Adobe Suite
- Experience and proficiency with social media platforms such as Instagram and Facebook, 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
- 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 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. 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.