



SPOLETO FESTIVAL USA

14 George Street, Charleston, SC 29401-1524
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About Spoleto Festival USA:

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolina's historic theaters, churches, and outdoor spaces with performances by renowned artists as well as emerging performers in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Now approaching its 42nd season, Spoleto Festival USA is internationally recognized as America's premier performing arts festival.

Job Title: Communications Assistant

Department: Marketing and Public Relations

Job Overview: The Communications Assistant reports to the Public Relations Manager to implement a wide range of annual marketing and public relations campaigns. This position also works closely with the Director of Marketing and Public Relations.

Key Areas of Responsibility:

- Assist with the development, execution, and analysis of targeted marketing campaigns via digital platforms including Facebook, Twitter, Instagram, WordPress, etc.
- Help create video ad campaign
- Develop and manage artist- and program-information files to be used by members of the media
- Update, maintain, and organize incoming press clippings
- Manage the ongoing bulk brochure distribution effort
- Oversee media ticketing, including a Festival invitation packet distributed to journalists
- Help facilitate media housing through the College of Charleston
- Work with journalists to secure artist interviews upon request
- Correspond with artists' press agents or managers
- Manage targeted distribution and promotion campaign for the Festival poster
- Work closely with Public Relations Manager on pressroom set up and operation
- Assist with the hiring and direction of seasonal apprentices
- Other duties as requested

Knowledge, Skills, and Abilities:

Spoleto Festival USA seeks a mature individual with strong written and verbal skills, along with outstanding organizational skills and technical savviness. The candidate must have interest and experience leveraging marketing and social media campaigns, as well as experience with writing and maintaining a blog. A background in photography, videography, and video editing is a definite plus—as is a graphic design background with experience using Adobe Creative Suite. Applicants must possess the ability to work effectively under pressure and meet deadlines and must approach the job with an energetic and creative attitude. Collaborative, team-oriented individuals who have experience leading others are encouraged to apply.

To apply, submit resume and cover letter to:

Jenny Ouellette, Public Relations Manager

jouellette@spoletousa.org