

SPOLETO FESTIVAL USA

Marketing and Communications Assistant

For 17 days each spring, Spoleto Festival USA imbues Charleston, SC, with artistic innovation and celebration, filling its theaters, churches, and outdoor spaces with performances in opera, dance, music, and theater. With a mission to present programs of the highest artistic caliber while maintaining a dedication to young artists, the Festival also maintains a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unique performance opportunities for established artists. Through its programming, Spoleto provides emerging performers the opportunity to work with master artists, conductors, directors, and designers. Established in 1977, Spoleto Festival USA is a 501(c)3 nonprofit arts organization.

To aid in the 2022 season, Spoleto Festival USA is seeking a Marketing and Communications Assistant to join the Marketing and Public Relations Department. This position works collaboratively on various elements of the annual communication and marketing strategies, with an emphasis on digital content creation across various platforms. Ideal candidates are creative and organized individuals with an interest in marketing and the arts. They approach tasks with an energetic and collaborative attitude. This is a seasonal position with an onsite and full-time commitment from early-November 2021 to mid-June 2022.

Responsibilities:

The Marketing and Communications Assistant will focus on digital content creation (50 percent), while also managing key on-the-ground marketing efforts and advertising solicitations. Key tasks include:

- Create organic and boosted content for the Festival's social media platforms, including Facebook and Instagram
- Track and analyze the Festival's social media campaigns, website traffic, and conversions
- Maintain the Festival's digital content calendar
- Pitch and develop content for the Festival's online journal (blog)
- Collaborate with Digital Marketing Manager and seasonal apprentices in gathering and producing content
- Lead communication with area hotels, restaurant groups, and other businesses to drive advertising sales
- Manage all aspects of the ongoing bulk distribution of the season ticket brochure
- Staff or serve as occasional support at in-person events, especially during the Festival
- Other duties as requested; as the season evolves, so may this role.

Qualifications:

- Outstanding writing and proofreading skills
- Experience with Google Analytics is required.
- A current driver's license is required.
- Previous experience with both paid and organic content creation across Facebook and Instagram business accounts
- Proficiency in Asana (or another workflow management system) and Adobe Creative Suite is encouraged.

Physical requirements:

This role requires moving boxes of ticket brochures, working at a desk for long periods, and using computer equipment.

To apply:

Please send a cover letter and resume to Associate Director of Media Relations and Communications Jenny Ouellette: jouellette@spoletousa.org.

Spoleto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoleto Festival USA does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership, parental status, military status, or any other non-merit factor.