

Marketing & Communications Coordinator (Temporary)

Now in its 48th year, Spoleto Festival USA is internationally recognized as America's premier performing arts festival. For 17 days and nights each spring, Spoleto Festival USA fills Charleston's historic theaters, churches, and outdoor spaces with performances in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Spoleto's mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, 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. Beyond its role as a launching pad for young talent, Spoleto also serves as a catalyst for cultural change and has aided in Charleston's flourishing as a top arts and culture destination. The 2024 Season will take place from May 24 through June 9. Spoleto Festival USA is a 501 (c)(3) charitable organization.

Job Description

To support transitions in the public relations and marketing department and support the 2024 season, Spoleto Festival USA is seeking a Marketing & Communications Coordinator. This temporary position will work collaboratively on various elements of the annual communication and marketing strategies, with an emphasis on digital communications, project management, and content creation. Ideal candidates are strong writers, creative, and organized, with an interest in marketing, communications, and the arts; they approach tasks with an energetic and collaborative attitude. This is a temporary position running through the 2024 Festival season.

Position Type: Temporary, full-time, exempt, and not benefit eligible

Start Date: As soon as possible

End Date: Sunday, June 30, 2024

Hours: A standard 40-hour work week; including work nights, holidays, weekends, and extended hours as required; on-call during Festival period

Location: Charleston, SC (onsite)

Department: Public Relations & Marketing (PRMKT)

Reports to: Associate Director of Marketing & Digital Media and Chief Marketing & Communications Officer

Responsibilities

The Communications & Content Coordinator is responsible for day-to-day social media management and digital content creation, working with Spoleto's marketing team to craft how Spoleto appears on various online platforms. The Coordinator will also be responsible for the production of email communications and will manage the approval and deployment process on behalf of the Company. Key task include:

- Develop organic content for the Festival's digital platforms, including our website and social media platforms, with an emphasis on Facebook, Instagram, and LinkedIn.
- Participate in the creation and management of the institutional content and communications calendar, including assignment tracking. The Coordinator must articulate ideas for content that align with the Festival's content calendar and marketing goals, and possess the skills to bring those ideas to fruition.
- Develop mastery of the Festival's email marketing software. The coordinator will be responsible for the initial build of all email communications, and will manage an intake, creation, approval, and deployment process.

- With direction from the CRM Systems Manager and Box Office Manager, the Coordinator will learn the Tessitura CRM and be responsible for generating general list extractions for email marketing.
- Pitch, write, and produce engaging and strategic content in line with content calendar and marketing priorities. The Coordinator is encouraged to bring all their creativity and experience to their work; we believe good ideas come from anywhere, and we expect to learn from you as you learn from us.
- Manage intake and organization of Festival assets within the organization's digital asset management system.
- Collaborate with department Apprentices in gathering and producing content during the Festival run. The Coordinator will help lead our Apprentices and bring these seasonal employees up-to-speed quickly while meeting our high-standards for creative output.
- Support the PRMKT Department with various cross-functional administrative tasks, including general project management and scheduling for creative projects, such as collateral production, supporting the financial management of the department by handling invoice requests, expense entry, vendor setup, etc. on behalf of the team.
- Manage all aspects of the ongoing bulk distribution of the season collateral to area businesses and organizations.
- Staff or serve as occasional support at in-person events, especially during the Festival.
- Other duties as required; as the season evolves, so may this role.

Essential Experience and Skills

- 1-3 years experience in a marketing support role, including an educational background in Communication, Marketing, Media Production, Public Relations, Journalism, or Arts Management.
- This responsibility requires a diverse toolkit: writing, photography, design, video editing, and more.
- Outstanding writing and proofreading skills.
 - Strong experience with organic content creation across Facebook and Instagram, preferably with experience producing content for brand accounts; ideal candidates are “very online”.
 - Graphic design interest and experience expected, with strong experience using Adobe Photoshop and Illustrator; if you've only used other platforms, don't worry – we're willing to train the right person.
 - Some video editing experience required; Adobe Rush experience is a plus.
- Familiarity with and interest in TikTok, preferably with experience producing content for the platform.
- A through line of leadership in your experience is a valuable differentiator.

Additional Requirements

- Physical requirements include stooping, kneeling, bending, standing, squatting/crouching, crawling/kneeling, pushing/pulling, ascending/descending (platforms and stairs), reaching above the shoulders, lifting of up to 50 lbs., moving boxes of ticket brochures, working at a desk for long periods, and using computer equipment.
- Ability to work in a constant state of alertness and in a safe manner.
- Must possess (or be able to immediately obtain upon hire) and maintain a valid driver's license.
- Must be able to pass and maintain a clear background check. Must be able to drive a Festival-provided vehicle.
- Demonstrated commitment to fostering an equitable, accessible, and inclusive environment for Festival staff, artists, audiences, and communities.
- Flexibility with work schedule, including work nights, holidays, weekends and extended hours as required; on-call during Festival period. Ability to work long days, nights, and weekends with a positive attitude.
- Position is based in Charleston, SC with the possibility of approved periodic hybrid/remote work. However, on-site presence is required during the Festival period (prep, rehearsals, load-in, event, load-out, etc.).

Compensation

The salary range for this position is \$700-\$800 weekly. The salary offered will be commensurate with the selected candidate's experience and qualifications.

To apply: Please send a ¹resume and ²cover letter to careers@spoletousa.org, indicating the attention of Geoff Yost. You may optionally include a PDF portfolio or a link to an online portfolio. No phone calls, please.

Spoletto 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. Spoletto Festival USA does not discriminate in employment on the basis of an individual's race, color, sex, gender identity, gender expression, genetic information, hairstyles or hair texture, national origin, religion, age, sexual orientation, individuals with disabilities, pregnancy, parental status, marital status, military status, or any other status protected by federal, state or local law. Our greatest strength comes from our ability to come together as unique individuals — come as you are and bring the best version of yourself.

Uncertain if you fulfill every requirement in our job description? Don't let that deter you! If you think you have the potential to shine in this role, we wholeheartedly invite you to apply. At Spoletto Festival USA, we enthusiastically evaluate a wide spectrum of candidates, valuing their diverse workplace backgrounds and experiences. Whether you're entering the world of arts and culture administration, reentering the workforce after a break, contemplating a career shift, or pursuing advancement on your career journey, we're eager to consider you for exciting opportunities within our organization. Your application will be met with appreciation and thorough consideration.