

# SPOLETO — FESTIVAL USA

## Marketing & Communications Assistant (Seasonal)

Now in its 49th 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 2025 Season will take place from May 23 through June 8. Spoleto Festival USA is a 501 (c)(3) charitable organization.

### Job Description

Spoletto Festival USA seeks a **Marketing & Communications Assistant** to work collaboratively on and support various elements of the Festival's annual communication and marketing strategies. This temporary position, running through the 2025 Festival season, focuses on digital communications, project management, and content creation. The ideal candidate is a strong writer, creative, and organized, with an energetic and collaborative approach to their work. An interest in marketing, communications, and the arts is essential for success in this role.

**Position Type:** Seasonal, part-time, hourly, and not benefit-eligible

**Anticipated Start Date:** January 2025

**Anticipated End Date:** June 27, 2025

**Hours:** A standard 40-hour work week; including work nights, holidays, weekends, and extended hours as required; on-call during Festival period. The schedule will vary based on festival needs and will be determined with your supervisor.

**Location:** Charleston, SC (on-site)

**Department:** Marketing

**Reports to:** Director of Marketing & Communications

### Responsibilities

The Marketing & Communications Assistant will play a vital role in supporting digital content creation and managing key on-the-ground marketing and visibility efforts. Content needs are significant and varied, encompassing tasks such as short-form blog content, Instagram stories, and short videos for multiple platforms. Key responsibilities include:

#### Digital Content Creation

- Collaborate with the Marketing team to create organic digital content for the Festival's website, social media channels, and other platforms, with a focus on Instagram and Facebook.
- Pitch, write, and produce engaging, creative content that aligns with the Festival's content calendar and marketing priorities.
- Support the creation of short-form blog posts, videos, and Instagram stories to showcase the Festival's programming.

#### Event and Community Engagement

- Represent Spoleto Festival USA at in-person community events such as Second Sunday on King Street, Charleston Wine + Food, and area farmers' markets.
- Partner with the Box Office Ticket Promotions Agent to execute activations and on-site visibility efforts.

### Project Management and Administration

- Oversee poster and marketing collateral distribution to area businesses and organizations, maintaining a database of distribution points.
- Manage the intake and organization of Festival assets within the organization's digital asset management system.
- Assist with the department's financial management by processing invoices, vendor setup, and expense entry.
- Assist with administrative tasks as needed, including general scheduling, collateral production, and cross-functional support.

### Collaborative Teamwork

- Work closely with Marketing & Communications Apprentices to guide content creation and ensure high-quality creative output.
- Support the Public & Media Relations Manager in processing media and ticket requests during the Festival period.

### **Essential Experience and Skills**

- 1-3 years of experience in a marketing, communications, or media support role.
- Strong writing, editing, and proofreading skills.
- Experience with social media content creation for Instagram and Facebook, with an understanding of best practices for brand accounts.
- Graphic design experience using Adobe Photoshop and Illustrator (or similar platforms).
- Basic video editing experience; familiarity with Adobe Rush is a plus.
- Familiarity with TikTok and experience producing content for the platform is preferred.
- Strong organizational skills with a keen eye for detail and the ability to manage multiple tasks effectively.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, Teams) and other relevant software.
- Passionate about people and able to handle challenges with a smile.

### **Additional Requirements**

- Must be comfortable and able to work in the following conditions: low light or no light environments, standing for long periods of time, exposure to the elements, loud noise.
- Physical requirements include significant focus and visual concentration on screens, frequent communication in various forms, and the need for stooping, kneeling, bending, standing, squatting/crouching, pushing/pulling, ascending/descending (platforms and stairs), reaching above the shoulders, lifting of up to 25 lbs., moving/pulling/pushing up to 50 lbs. with assistance if necessary, working at a desk for long periods, and using computer equipment. Adaptations to accommodate individual needs are available in accordance with the ADA.
- 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 drive a Festival-provided vehicle and have access to reliable personal transportation.
- Must be 21 years of age or older as this role requires driving a Festival-provided vehicle.
- Must be able to pass and maintain a clear background check.
- 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.
- This position is based in Charleston, SC, and requires on-site presence.

**Compensation**

\$600-\$700 per week.

**Perks**

Complimentary access for seasonal staff + a guest to select performances and events.

**To apply:** Please send a resume and cover letter to [careers@spoletousa.org](mailto:careers@spoletousa.org), with the subject line “Marketing & Communications Assistant”.

*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.*