

Marketing & Communications Specialist (Seasonal)

Spoletto Festival USA is one of America's leading performing arts festivals. Each spring, for 17 days and nights, the Festival fills Charleston's historic theaters, churches, and outdoor spaces with more than 150 performances in opera, theater, dance, and chamber, symphonic, choral, and jazz music. The 2026 Season will run from May 22 through June 7.

Spoletto is a 501(c)(3) nonprofit organization.

Job Description

Spoletto Festival USA is seeking an experienced **Marketing & Communications Specialist** to work collaboratively on and support various elements of the Festival's annual communication and marketing strategies. This temporary position, running through the 2026 Festival season, focuses on graphic design, digital communications, and content creation. The ideal candidate is an experienced graphic designer, 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, exempt, and limited benefit eligible

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.

Start Date: November 2025

End Date: June 25, 2026

Location: Charleston, SC (on-site)

Department: Marketing

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

- Assist in graphic design and production of all digital assets for digital and print.
- 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 Spoletto 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.

Required Qualifications

- 1–3 years of experience in a marketing, communications, or media support role.
- Graphic design experience using Adobe Photoshop and Illustrator (or similar platforms).
- 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.
- Basic video editing experience; familiarity with Final Cut Pro is a plus.
- 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. Reasonable accommodations will be provided 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 with the subject line “Marketing & Communications Specialist”. 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. Spoleto 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 Spoleto 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.