

Strings Music Festival Marketing Coordinator

Organization

Strings Music Festival presents innovative programs of distinctive classical and popular contemporary music to the surrounding community of Steamboat Springs, Colorado and its visitors. Our intimate and friendly setting attracts people of all ages and backgrounds, and we enhance the cultural, educational, and entertainment experiences of our audience. No other organization brings world-class musicians to Northwest Colorado, creating the opportunities of a large city in a rural culture.

The summer festival season, now in its 35th year, features popular contemporary music, classical programs, youth and family concerts, and free community programs. Outside of the summer, Strings provides concerts as well as Strings School Days, a youth music education program. Strings Music Festival hosts more than 100 events yearly, reaching over 24,000 audience members, and provides more than half of events at no cost. The festival's annual budget is \$3 million.

Position: Marketing Coordinator

This position is full-time, seasonal. Hours are flexible. Most work will be remote with certain tasks, event attendance, and training in-person in Steamboat Springs and neighboring communities.

Key Accountabilities

- Increase attendance and revenue generation through the promotion of events, ad sales, and our other specific offerings.
- Increase awareness and understanding of the Strings brand— and our programming— for donors, patrons, and the community.
- Engage a higher market share of the community by growing and developing new audiences.
- Grow and sustain donor support plus value received from partners/vendors by developing and fulfilling sponsorship benefits and in-kind/trade relationships.
- Maximize return on our marketing budget through improved targeting and efficiencies, and effective expense management.

Roles & Responsibilities

Increase attendance and revenue generation through the promotion of events, ad sales, and our other specific offerings.

- Research confirmed concert and event offerings and create content for marketing and advertising materials, including social media paid and organic posts, print advertising, radio scripts, television spots, and more.
- Contact advertiser prospect list for annual summer program book and follow-up to close ad sales. Research additional advertiser prospects.
- Research and provide analysis of marketing, sponsorship, and ad-buy opportunities, including paid advertising, trade partnerships, grassroots marketing, and more.

Increase awareness and understanding of the Strings brand— and our programming— for donors, patrons, and the community.

- Distribute event posters throughout the community, including talking with concierges and staff of local businesses to promote events and secure distribution locations for summer program books.
- Collect and organize content for annual program books, including research and writing of original content, proofing and editing ads and editorial, and image research.

- Research, write, and distribute news releases for local, regional, and national media outlets, partners, and influencers.
- Attend and document events with photography, written recaps, and audience surveys.
- Document marketing efforts for year-end recap: Log press coverage, paid advertising, promotions, and organic exposure.

Engage a higher market share of the community by growing and developing new audiences.

- Research groups and influential individuals who are new prospects for attending Strings events; write and distribute pitches for attendance and involvement in our programs.
- Research and write communications for established partners and patrons: email newsletter content, event programs, and sponsor handbooks.

Grow and sustain donor support plus value received from partners/vendors by developing and fulfilling sponsorship benefits and in-kind/trade relationships.

- Track sponsor and trade benefits, including deliverables, receivables, and deadlines.
- Research new prospective partners and pitch on sponsorship or in-kind/trade relationships.

Maximize return on our marketing budget through improved targeting and efficiencies, and effective expense management

- Prepare accounting/bookkeeping paperwork for marketing, including invoices, trade and in-kind forms, cost accounting, and vendor paperwork.
- Conduct research and analysis of engagement data, e.g., web traffic, social media engagement, advertising reach, etc.

Perform additional duties as assigned.

Experience & Qualifications

- Strong interpersonal communication skills (written and verbal)
- Strong problem-solving and critical thinking skills
- Ability to search internet and use word processing and spreadsheet software
- Detail-oriented and organized

Compensation

\$17.00-20.00 per hour

How to Apply

Please send resume and letter of interest to Greg Hamilton, Marketing Director, at greg@stringsmusicfestival.com. No phone calls please.

Strings Music Festival is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, genetic information, age, veteran or military status, gender identity or expression, sexual orientation, marital status, parenthood, mental or physical disability, or any other basis protected by local, state, or federal laws.