

Strings Music Festival Marketing Director

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 over 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 Director

This position is full-time, year-round, and is located in Steamboat Springs, Colorado.

Key Accountabilities

- Increase attendance and generate revenue through the promotion of events, ad sales, and other specific offerings
- Increase awareness and understanding of the Strings brand and its programs for donors, patrons, and the community
- Engage all segments of the community by growing and developing new audiences
- Grow and sustain donor support and maximize value received from partners by developing and fulfilling sponsorship benefits and in-kind/trade relationships and fundraising communications

Roles & Responsibilities

1. Direct all of the organization's communication efforts, including event and organizational marketing and promotion, media relations, public relations, and audience development.
2. Develop media, advertising, and e-marketing plans and content calendars.
3. Maintain and grow brand awareness to increase in-bound marketing and generate positive perception.
4. Manage brand standards across the organization.
5. Create and oversee annual marketing budget.
6. Pitch story ideas to local, regional, and national writers, and write press releases.
7. Write/edit/approve all public communications, including email marketing and social media.
8. Work with design agency to create season artwork and ad templates.
9. Produce publications with design agency, including season brochures and program book.
10. Work with Development Director to provide marketing benefits for corporate sponsors.
11. Design digital ads, print ads, and posters as needed.
12. Manage website design and content with web design agency.
13. Sell ad space in publications.
14. Perform additional duties as assigned.

Experience & Qualifications

- A Bachelor's degree from an accredited university or college
- 5+ years of professional work experience OR combination of education and experience. The ideal candidate will have experience in marketing/public relations at a nonprofit organization.
- Proven leadership ability and teamwork skills
- Excellent organizational, analytical, writing, and communication skills (written and verbal)
- Strong organizational and computer skills
- Ability to integrate into a highly collaborative small Strings staff
- Strong problem-solving and critical thinking skills
- Creative, outside of the box thinker
- Self-starter and drive to take the initiative
- Ability to work weekends and evenings
- A practical knowledge of and passion for music and the arts
- Preferred: Experience with Adobe Creative Suite, MailChimp, and WordPress

Compensation & Benefits

Salary is commensurate with experience and qualifications. Salary range is \$65,000-\$75,000.

Benefits include 100% premium for employees for medical, dental, and vision insurance; 401k plan with Vanguard; PTO, sick time, and paid holidays; zero-interest payment plan for Ikon pass.

How to Apply

Please send resume, three professional references, and two professional writing samples to Elissa Greene, Executive Director, at jobs@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.