



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 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 26,000 audience members, and provides more than half of events at no cost. The festival's annual budget is \$3 million.

Position: Marketing Director

Strings Music Festival seeks a full time Marketing Director, reporting to the Advancement Director. This position is full time year round and located in Steamboat Springs, CO.

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

Roles & Responsibilities

- Direct the organization's marketing including event and organizational marketing and promotion, media relations, public relations, and audience development
- Develop an annual multi-channel marketing strategy and budget including media, advertising, and e-marketing plans and content calendars
- Maintain and grow brand awareness to increase in-bound marketing and generate positive perception
- Manage brand standards across the organization
- Pitch story ideas to local, regional, and national writers, and write press releases
- Write/edit/approve all public communications, including email marketing and social media
- Work with design agency to create season artwork and ad templates
- Produce publications with design agency, including season brochures and program book
- Work with Advancement Director to provide marketing benefits for corporate sponsors, annual fund materials, and additional fundraising materials
- Design digital ads, print ads, and posters as needed
- Manage website design and content with web design agency
- Sell ad space in publications

Experience & Qualifications

Required:

- A Bachelor's degree from an accredited university or college (or equivalent experience)
- 5+ years of professional work experience OR a 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
- Ability to integrate into a highly collaborative small Strings staff
- Strong problem-solving and critical thinking skills
- Ability to work some weekends and evenings
- A practical knowledge of and passion for music and the arts
- Strong time management, organizational, analytical, writing, and communication skills

Preferred:

- Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Proficient in project management software (ex: Asana)
- A knowledge of the community of Steamboat Springs, Colorado

- An appreciation and knowledge of music

Compensation & Benefits

- Salary is commensurate with experience and qualifications. Salary range is \$75,000-\$80,000.
- 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 a cover letter, resume, three references to Elizabeth Diamond at jobs@stringsmusicfestival.com. No phone calls please. Strings Music Festival is an Equal Opportunity Employer.

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.