

Ann Arbor Summer Festival

Position: Marketing and Communications Manager
(Available Immediately)

Classification: Full-Time Exempt

Position Summary

The Ann Arbor Summer Festival is seeking a creative and results-driven Marketing and Communications Manager to develop, analyze, and execute multi-channel marketing campaigns.

This key position is responsible for planning and implementing successful strategies for effective brand enhancement, press relations, social and digital media approaches leading to measurable results. This role will provide input on high-level decisions and oversee the creation and alignment of promotional, public relations, and brand initiatives. Additionally, the role supports the Development Director in donor, sponsor, and foundation communications. This position will report directly to the Executive Director and be a part of a team of four permanent employees, seasonal staff, and volunteer governing board to achieve the organization's mission. The A2SF administrative team is one that is highly collaborative, often working across departments and job responsibilities. There is room for growth and additional responsibility in this position depending on the candidate.

Organization

The Ann Arbor Summer Festival is an eclectic, dynamic, and far-reaching celebration of performing arts, outdoor entertainment, and community spirit. The nearly four-week gathering offers dozens of performances, activities, exhibitions, and screenings representative of the best in music, dance, contemporary circus, public radio shows, comedy, film, spectacle, street arts, and family entertainment. The festival's mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region.

Key Responsibilities

Marketing and Communication

- Develop engagement and revenue-generating strategies that convey the broad scope of A2SF activities; manage a seasonal marketing budget and develop strategies to drive attendance at ticketed events
- Manage online advertising efforts including content creation for multiple platforms (social media, Google Adwords Display and text ads, etc.) and serve as social media manager year-round
- Create and implement wide-ranging and targeted marketing campaigns for A2SF, including strategies for off-season months to engage audiences year round
- Cultivate and oversee key media partnerships, press relations, and media communications, and maximize earned-media
- Develop and maintain a dynamic website including content creation and management of 150+ event pages in-season, audience engagement tools (surveys, applications, etc.)
- Work with contract branding company to design major print collateral pieces and festival signage
- With Executive Director, oversee all external communication and help ensure consistency of festival voice

Administration and Development

- Assist with the administration of the internship program and oversee a Marketing and Design Intern direct
- With colleagues, oversee general office administration, calendar management, and technology
- Support Development Director in crafting of donor communications, processing acknowledgment letters and solicitation campaigns
- With Development Director, secure paid advertisers for the printed program guide and a2sf.org
- Actively participate in the planning, execution, and evaluation of all of the festival's 150+ events
- Serve, with high integrity, as a representative of the festival to donors, stakeholders and the community at large
- Additional responsibilities as assigned

Qualifications

The successful candidate will have a bachelor's degree or an equivalent combination of education and experience, interest and experience in the performing arts and live events, and the ability to work with a broad cross-section of genres, artists, businesses, partners, and the public to enhance interest and participation in the festival.

- Minimum 3 years of experience in digital and data-focused marketing and public relations
- Proven editorial and narrative skills; ability to align messaging across channels
- Innovative thinking, adaptability, and comfort supporting new ideas/projects
- Outstanding communication skills (oral and written)
- Experience working in and building relationships with diverse communities
- Attention to detail; demonstrated organizational ability to work under pressure on multiple projects with competing deadlines, establishing goals and workload priorities
- Technology savvy and comfortable working in a Mac environment, highly proficient in Microsoft Office, Google tools, Adobe Creative Suite, MailChimp, WordPress, and all social media platforms

Requirements

- Ability to work evening and weekend hours during the festival's summer season (mid-June to mid-July including the July 4 holiday)
- Valid driver's license

Compensation

- Compensation commensurate with experience and qualifications
- Year-round, full-time salaried position with benefits

To Apply:

Please email a cover letter and resume to Mike Michelon at michelon@a2sf.org

Deadline for applications is November 15, 2018

A2SF is committed to being an inclusive workplace as well as increasing diversity in our team. We especially encourage applications from people of color, women, persons with disabilities, LGBTQ people, and others who may contribute to further diversification of ideas. We are an EOE/AA employer dedicated to fair and inclusive employment practices for all individuals.