



Marketing Assistant Job Description

Summer 2018

The Marketing Assistant is an integral member of the Marketing and Communications team. The Assistant's primary role is to foster audience engagement, create messaging, design advertisements, and implement the marketing plan as directed by the Marketing Manager.

This is a seasonal, full-time position spanning June 4–August 18, 2018 (11 weeks). Because of the event-oriented nature of the work, evening and weekend hours are to be expected.

Responsibilities

- Assist in the planning and creation of Festival collateral, including inserts, posters, digital displays, and other signage;
- Manage the distribution of Festival materials;
- Assist in establishing a printed advertising strategy in accordance with the ad schedule;
- Create all ad artwork to print and / or digital specification;
- Manage advertisement deadlines to ensure timely deliveries;
- Produce, layout, and distribute a bi-weekly electronic newsletter via the MailChimp platform;
- Perform regular updates to the Festival's WordPress website, managing both content and general maintenance;
- Manage the Festival's digital efforts, capturing photography at events and filming and editing videos for social media application;
- Develop and maintain relationships with local concierges and community partners through regular visitation and delivery of Festival information;
- Maintain department files for archiving by utilizing best practices for digital file management;
- Provide comprehensive administrative support by selling tickets, assisting with concert production, and fulfilling all other duties and responsibilities as assigned.

Requirements

- Proficiency with the Adobe Creative Suite, specifically InDesign, Illustrator, and Photoshop;
- Familiarity with print production is preferred;
- Knowledge and proficiency with WordPress and MailChimp platforms;
- Attention to detail with sensitivity for style guides and brand management;
- Must be deadline driven with the ability to multitask and prioritize effectively;
- Possess excellent written and verbal communication skills and be willing to meet with community members and interested parties for promotional purposes;
- Must possess an outgoing demeanor with strong customer service skills;
- Possess a valid driver's license, reliable transportation, and a clean driving record;
- Must be 21 or older to assist with the handling and distribution of alcoholic beverages during events;
- Familiarity with classical music and standard orchestral practices preferred. A general love for the arts and a good sense of humor is required;
- Video production skills are a plus.

Compensation

The Marketing Assistant will receive a stipend of \$500 per week. Additionally, Festival housing will be provided for the duration of employment, which includes a private bedroom in shared accommodations with other seasonal staff members.

Application

To apply, please email a resume and letter of interest to Brittany Laughlin, Marketing Manager, at brittany@gtmf.org. No phone calls please.