



MOAB MUSIC FESTIVAL

music in concert with the landscape®

Marketing & Special Projects Director

Summary: The Moab Music Festival (MMF) is currently accepting applications for the $\frac{3}{4}$ time, year-round position of Marketing & Special Projects Manager. MMF is seeking creative, collaborative, and self-directed individuals to join our mission to connect music, the landscape, and people through world-class, original, and diverse experiences.

The Moab Music Festival is an award-winning, national chamber music festival that runs for three weeks in Aug/Sept with further education and outreach concerts and events throughout the year. The MMF has a variety of venues, most outdoors, that require an appreciation of nature and outdoor life.

Reporting to the Executive Director, the Marketing & Special Projects Director (MSPD) will be responsible for creating and implementing all marketing and outreach strategies for MMF, as well as developing and maintaining relationships with local businesses and community groups throughout the year. The position will be the primary point of contact for an external Publicist/PR firm, while also cultivating and maintaining relationships with local media outlets. The MSPD will be responsible for brand awareness, driving earned revenue through ticket sales and benefit events, program advertising, and special projects.

Essential Duties & Responsibilities

- Create and implement a marketing and communication plan for the Festival, Winterlude, and MMF concerts that will both ensure achievement of earned revenue/ticketing sales goals and engage MMF's base of donors and followers throughout the year.
- Provide ongoing analysis and research on the performance of the marketing and communication plan.
- Monitor sales in accordance to strategic objectives, sales goals, and projections. Work with the Box Office Manager to set goals and monitor results.
- Monitor and maintain a consistent brand image of the Moab Music Festival and its Education and Community Engagement in development, production, and distribution of all internal and external communications and promotional materials.
- Plan and buy all concert/event advertising, through media including, but not limited to: newspaper, television, radio, billboard, web, and direct mail.
- Manage the creation of the print, radio, and digital ads including coordinating logistics with the media outlet, graphic designer, and Artistic Director.
- Collect and evaluate data from promotion and advertising campaigns.
- Develop and maintain relationships with key media outlets and contacts as necessary.
- Manage and administer MMF's social media accounts (Facebook, LinkedIn, Instagram, YouTube, and Twitter) in conjunction with contracted PR firm.
- Serve as the primary point of contact for MMF's external PR firm and assist with engaging media, media ticketing, scheduling guest artist interviews, and updating community and industry calendar listings.

- Collaborate with Executive Director on sponsorship and partnership initiatives with local businesses.
- Organize and maintain MMF's media archives, both digital & physical, on the MMF network and on sharing platforms.
- Work with all staff and outside vendors to keep the website updated as needed and instructed.
- Develop, schedule, implement, and monitor multi-media sales campaigns for all MMF-related concerts and events, including, all display, print, broadcast, electronic, and street advertising.
- Create and distribute e-newsletters.

Special Projects

- While working closely with the Artistic Director and graphic designer, manage all content for program books including the development and secure receipt of all content to meet budget & production schedules.
- Engage, build estimates, and work with print production staff and mailing houses for creation and distribution of print media.
- Sell program ads for the program book and oversee ad trades with other arts/non-profit groups.
- Collaborate with Development Director on receptions and other special development projects as needed.
- During MMF concerts and events, capture audio, video &/or photo assets if needed, or hire outside professionals in agreement with the Artistic Director and PR firm.
- Conduct audience surveys and other research to inform marketing strategy as well as research for other MMF departments. Compile results to share with all departments.
- Lead and assist other departments with data collection and clean up.

Other related duties

- Monitor the latest developments in marketing and social media tools, trends, and applications and appropriately apply that knowledge.
- Ensure grant compliance with marketing activities.
- Provide clear, concise, and accurate reports.
- Track and adhere to budgets, process invoices, and participate in job and project reconciliation.
- General support for special events and performances, closely aligning with the development, education, fundraising, departments, and assorted branding activities is expected. Develop and maintain strong, productive, and collaborative relationships with other staff, consultants and partners.
- Maintain and populate planning documents, request forms, and project management tools.

Requirements

- Undergraduate degree or comparable educational/professional experience in Marketing, Communications, Business, Arts Management, or related field of study.
- 3-5 years or equivalent of related professional experience.
- Some familiarity with chamber music/ classical music.
- Experience with developing marketing and communications strategies and materials.
- Experience with designing and implementing budget-conscious advertising campaigns.
- Excellent written and verbal skills, including proofreading and editing.
- Stellar interpersonal and relationship-building skills.
- Strong knowledge of Google apps (GSuite for Nonprofits), Microsoft Office, and social media platforms (Facebook, Instagram, LinkedIn and Twitter).
- Strong understanding of current best practices in marketing and communications.
- Website management experience with WordPress.
- Experience with email marketing programs, ideally Constant Contact.

- Beginning to moderate graphic design skills.
- Familiarity working with donor databases and/or CRM systems.
- Willingness and ability to learn about the latest arts marketing strategies and new technologies related to marketing and social media.
- Ability to deliver tasks on time and manage a budget.

You would do well on our team if you are:

- Comfortable with waiting for answers or leaving issues open.
- Conscientious with meeting deadlines, prioritizing, results oriented, managing your time effectively.
- Good at solving problems and having a strategy.
- Creative, innovative and resourceful, brings new ideas in your field to the team.
- Flexible and comfortable with wearing many hats and can shift priorities.
- Apt with follow through and are detail oriented.
- Comfortable working independently, provide yourself structure to complete work.
- A good listener, listening to patrons, staff, and others, before acting.
- A facilitator of discussion and gathers input while encouraging diverse opinions; uses time wisely.
- Able to anticipate future needs.

Working conditions/physical demands: Routine for office environment. Required to perform some essential functions of the job during evening and weekend hours, particularly during Festival concerts and events. Must be able to lift and move up to 30 lbs.

This is a year-round, 3/4 time, salaried position. The position requires residence in Moab or a town within comfortable commuting distance. Except during concerts and events, MMF offers the option for a hybrid in-person/remote work schedule at the discretion of the Executive Director.

Reports to: Executive Director

Required Travel: Possible 3-4 times a year within the state

Salary: \$30,000-\$32,000 (Yearly Salary)

Please submit via email a current resume/CV, cover letter, and contact information for 3 professional references to Laura@moabmusicfest.org with the job title in the subject line. Cover letters may be addressed to Laura Brown, Executive Director.

MMF is an Equal Opportunity Employer. Applications will be reviewed on a rolling basis. Interviews will commence once an appropriately large and diverse pool of candidates has been identified. Candidates selected for second-round interviews will be required to submit 3 work samples.