

Celtic Colours Festival Society

Job Description

Marketing Coordinator

March 2023

Position Summary

The Marketing Coordinator's primary responsibilities are to assist the Celtic Colours Festival Society team with the development of the annual marketing strategy and implement all promotional activities for the Festival to drive ticket sales, fulfill sponsorship commitments, and generate revenue.

The Marketing Coordinator is a team player who collaborates with staff and volunteers to ensure the organization, its mission, and programs are consistently and accurately presented in a strong, positive image to relevant stakeholders and the community at large. Acting in a manner consistent with Celtic Colours' standards and values, they will follow the Celtic Colours Festival Society policies, guidelines, and annual operational plan to ensure a respectful and safe working environment for all persons on the team and meet the overall vision, mission, goals, and objectives of the organization.

The Marketing Coordinator reports to the Communications Manager and supports the leadership team—which includes the CEO and Artistic Director—with functions related to marketing.

The Marketing Coordinator should be comfortable working with a variety of software tools and apps including, but not limited to Microsoft Office, Google, and social media channels such as Facebook, Instagram, Twitter, and YouTube as well as being familiar with SEO best practices.

Responsibilities

Marketing Strategy and Operational Planning Assistance

- Assists the CEO, Artistic Director, and Communications Manager with the marketing vision for the Festival, developing strategy, planning tactics, and ensuring marketing activities are carried out in a timely and effective manner.
- Develops a critical path of marketing activities with appropriate timelines, responsibilities, and measurable objectives to support the annual marketing strategy and drive ticket sales.

- Ensures staff have sufficient and up-to-date information on marketing activities to support the efficient and effective operation of the organization.
- Maintains ongoing contact with team to ensure accurate and timely information is provided to meet advertising and promotion deadlines.
- Together with the CEO, Communications Manager, and Box Office & Data Manager, collects and analyzes information that measures the success of the organization's marketing program efforts.
- Stays informed of current trends and opportunities related to the organization's promotion and communications, anticipating trends, and analyzing opportunities to advance the Celtic Colours Festival Society's mission and market the Celtic Colours International Festival.

Sponsorship, Fund Development and Sales

- Works closely with the CEO and Communications Manager to identify corporate sponsor prospects and to develop proposals and agreements including Festival recognition benefits and fulfillment tactics.
- Works with the Communications Manager to support the CEO with government funder relations by providing required information and reporting results as they relate to Festival audiences and visitors, webcast and livestream viewers, social media followers, traditional media impressions, reach, and other marketing activities.
- Works with the Box Office & Data Manager and Artistic Director to forecast, monitor, and report on ticket sales as they relate to marketing activities.
- Works with the Celtic Colours team to identify new target markets and develop methods to reach those markets with the objective of increasing ticket sales and donations.
- Works with the Box Office & Data Manager to support community-based ticket sellers and outlets by providing them with Festival marketing tools and partnering opportunities to promote the annual Celtic Colours International Festival.
- Liaises with colleagues, sponsors, and partner organizations on cooperative marketing opportunities.
- Works with the CEO to identify charitable donor prospects and develop cultivation, acquisition, and retention strategies.

Financial Management

- Collaborates with the CEO and Communications Manager in the development of the marketing budget, supporting the operating plan direction set by the Board.
- Manages the organization's resources within budget guidelines for marketing.

Digital and Social Media Management

- Assists the Communications Manager with the ongoing content management and improvement of the Celtic Colours' website.
- Works with the leadership team to develop strategy and create campaigns for Celtic Colours' social media accounts and other marketing and partner channels.
- Under the direction of the Communications Manager, produces, gathers, and posts content that aligns with communications, marketing, and campaign strategy for Celtic Colours' and partners' social media channels.

Disclaimer: Job descriptions are not all-inclusive. This job description describes the general nature and level of work being performed by employees assigned to the position. Employees may perform other related duties and tasks as required to meet the needs of the operation.