Marketing Manager

Position

Marketing Manager – Responsible for planning, development and implementation of all the Festival’s marketing strategies, marketing communications, and public relations activities, both external and internal.

Remuneration

Service is without remuneration except for administrative support, travel, and accommodation costs in relation to duties.

Qualification

All festival contractors and directors shall meet the following qualifications:

(a) must be at least 18 years old
(b) bachelor’s degree or above
(c) minimum 3 years’ festival/event experience
(d) strong written and verbal communication and interpersonal skills
(e) personal qualities of integrity, credibility, and passion for the organization’s cause

Duties

• Responsible for creating, implementing and measuring the success of comprehensive marketing, communications and public relations program that will articulate and enhance the Festival’s image and position
• Facilitate internal and external communications; and all Festival marketing, communications and public relations activities and materials including publications, media relations.
• Responsible for editorial direction, design, production and distribution of all Festival publications.
• Coordinate the appearance of CSAFF print and electronic materials such as letterhead, use of logo, brochures, etc.
• Oversee design and implementation of website
• Oversee management of email domain and email setup
• Oversee Festival online services including but not limited to Google AdWords, YouTube, PR wire, Vimeo, Eventbrite, Facebook, Instagram, Twitter and Dropbox
• Perform upgrades on online tools and services as needed
• Suggest and evaluate new technologies and tools as opportunities for innovation and creativity
• Develop strategic marketing plan and work with Programming and tech and social media team
• Well versed in Marketing Analytics and report on stats
• Execute Direct and In-Direct Marketing Strategies
• Develop Branding and content strategies with the teams
• Collaborate with other Marketing avenues and maintain consistency and branding
• Develop out of box marketing strategies
• Implement and suggest Marketing tools