

**The Festival Foundation**  
**Marketing and Communications Manager**

Job title: Marketing and Communications Manager

Location: Traverse City, MI

Terms: Full Time

Salary: \$40,000-\$50,000 based on experience

**Benefits:**

- 401(k)
- 401(k) matching
- Dental insurance
- Flexible schedule
- Health insurance
- Life insurance
- Paid time off
- Parental leave

**About Us**

The Festival Foundation, officially founded in 2007, is the home to beloved events such as the National Cherry Festival & the Bell's Iceman Cometh Challenge. As a local non-profit we spend the year planning, hosting, and giving back to our community through these events and more.

**About the Role**

The Marketing and Communications Specialist will be the front line of digital communication to guests, visitors and community members. This professional will spend their time telling our story and managing our brand.

**Responsibilities**

- Creating press releases and media kits to be released to the media
- Fielding inquiries from the media or the general public
- Using social media marketing tools to create and maintain the company's brand
- Creating Content for and monitoring all social media channels
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Setting and understanding KPI's and defining them specifically for social media
- Creating and managing email campaigns
- Updating content on the website platform in a timely fashion

**Preferred Qualifications**

- Minimum of bachelor's degree in a related field or related experience
- Proficient with Microsoft Office Suite and Outlook
- Experience with Adobe Office Suite Preferred
- Experience with CRM database
- Attention to detail and ability to multitask

- 2+ years of Digital Marketing Experience
- Proven professional communication, persuasion, presentation and customer service skills.
- Proven team-building skills, and the ability to work both independently and in a team environment.
- Holds festival and financial information confidentially; manages disclosure of data and information to others.

**Physical requirements** include mobility to travel to other locations; ability to speak, hear, stand, walk, climb stairs, sit, and manipulate (lift, carry, move) light to medium weights of 20 lbs. Visual acuity to use keyboard and operate equipment. Ability and willingness to work irregular hours, including holidays, as may be required by the position.