



## **Marketing & Communications Director**

**Overview:** The Marketing & Communications Director is responsible for the strategic direction and implementation of all French Quarter Festival, Inc.'s external communications including but not limited to branding and marketing efforts, paid advertising, public relations messaging, media relations, and the social media presence. The goal of the Marketing & Communications Director is to promote FQFI and its key events by consistently articulating and elevating the purpose, mission, and vision of FQFI and our key events.

**Title:** Marketing & Communications Director

**Supervising Manager:** Emily Madero, President & CEO

### **Responsibilities:**

#### ***Strategy:***

- Develop and implement annual marketing strategy and calendar
- Create and manage annual marketing budget
- Develop messaging strategy and implementation across all platforms
- Ensure annual goals are met and develop outcomes reports

#### ***Marketing & Advertising***

- Oversee the overall strategy, development, and distribution of all collateral including but not limited to websites, annual reports, newsletters, social media, and traditional / non-traditional ad campaigns
- Develop advertising strategy and oversee implementation across platforms including, but not limited to print, out of home, television and radio
- Maintain and manage relationships with suppliers, including negotiating rates and ensuring timely delivery
- Coordinate promotional events such as online contests, raffles, tabling, etc.
- Hire and manage seasonal marketing support team (e.g. social media team, assistants, photographers, videographers, graphic designers, public relations partner, and volunteers)
- Engage and manage the FQFI Board of Directors Marketing Committee
- Drive ticket sales for FQFI events including but not limited to FQF Fest Family and SSF.
- Serve as project manager and creative director for Holidays New Orleans Style campaign; coordinate with New Orleans & Company to ensure message, creative, and strategic goals are aligned.

#### ***Public Relations:***

- Develop and drive the annual public relations strategy for FQFI and its events and initiatives
- Manage all crisis response communications including messaging and coordination of internal and external stakeholders
- Write and distribute all press releases
- Develop and maintain media partnerships, both local and national
- Develop and deliver media pitches and coordinate subsequent media interviews
- Create strategic messaging and talking points for all media engagements
- Serve as secondary spokesperson for FQFI
- Oversee media engagement at FQFI events including but not limited to media credentialing and hospitality areas

#### ***Digital Asset Management:***

- Draft and distribute newsletters for annual campaigns (FQF, SSF, HNOS, Giving Tuesday, Give NOLA Day, End of year campaign)
- Develop & execute strategies to optimize web traffic & conversion
- Manage website and app
  - FQFI has three Wordpress sites that require regular updates. Marketing & Communications Director is responsible for edits, creating new pages, and applying regular updates
  - FQF app is integrated with Wordpress sites. Marketing Director will be responsible for coordinating annual updates and improvements with vendor and applying regular updates via the website.

- Design, source, and produce new graphics as needed
- Monitor analytics to gain customer insights and ensure maximum efficacy of FQFI web presence

***Social Media:***

- Develop and implement social media strategy
- Analyze and report on digital metrics across all social platforms; utilizing analytics to inform strategy
- Strategize opportunities to grow audiences and build engagement

***Asset and Brand Management:***

- Develop and maintain consistent brand identities across all FQFI brands
  - Work closely with merchandise team to maintain consistency and market products that build or enhance brand integrity
- Overseeing photography, photo-editing, and management of photo archives for FQFI events and digital graphics
- Creating standard templates that are easily accessible by the team at large (letterhead, email signatures, etc.)

***Skills & Experience:***

- Passionate about New Orleans and our unique local music and culture
- Proactive and professional self-starter with the ability to work independently and within a team
- Excellent professional communication skills (written, verbal, and public speaking)
- Strong time and project management skills
- 3-5 year minimum experience in a marketing and/or communications
- Direct experience managing digital assets such as social media, website, and apps
- Public relations management experience preferred
- Budget accountability
- Computer proficiency, including minimum Word, Excel, PowerPoint