2027 Marketing & Communications Coordinator

JOB TITLE: Marketing & Communications Coordinator

TERM: December 1, 2026 - May 1, 2027

REPORTS TO: Sydni Raymond, Director of Marketing & Communications

COMPENSATION: This contract is paid and offers invaluable experience for those interested in non-profit, event marketing, public relations, direct marketing, and project management. Additional perks are provided during event load-in and festival days.

The total compensation package includes an hourly rate of $20/hr and free parking. The contractor will be paid a day rate during the week of the festival.

ROLE FUNCTION: French Quarter Festival, Inc. (FQFI) is a non-profit organization with a core team of eight, each leading their respective departments. The Marketing & Communications (MARCOMMS) Department, under the leadership of the MARCOMMS Director, is seeking a **Marketing & Communications Coordinator** to support FQFI programming.

The Marketing & Communications Coordinator will primarily support FQFI's social media and influencer marketing efforts while assisting with broader marketing, public relations, and event production initiatives. This role is responsible for developing engaging digital content, managing social media calendars, coordinating influencer partnerships, monitoring platform performance, and supporting promotional campaigns for FQFI programming.

The ideal candidate is creative, highly organized, knowledgeable about current social media trends, and comfortable working in a fast-paced event environment. This position plays an important role in building audience engagement, increasing brand visibility, and supporting the successful promotion and execution of FQFI events.

This position offers flexibility for hybrid work outside of festival production periods. However, as festival season approaches, employees are expected to be in the office most days. While flexibility will be offered when needed, in-office presence will be a priority during the pre-festival period.

TIME COMMITMENT AND JOB DUTIES
Weekly office hours are flexible, depending on the time of year, divided into two phases:

OUT OF PRODUCTION (December - February): 6-10 hours/week

- Develop and maintain monthly social media content calendars across FQFI platforms.

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- Create, edit, and schedule engaging social media content, including graphics, short-form videos, Reels, and Stories.
- Monitor social media channels, respond to comments and messages as appropriate, and identify opportunities for audience engagement.
- Research and identify potential influencers and content creators aligned with FQFI's programming and target audiences.
- Assist with influencer outreach, partnership coordination, and campaign planning.
- Monitor social media trends and recommend creative opportunities to increase engagement and visibility.
- Track social media performance and maintain monthly analytics reports.
- Enter music schedules and culinary menus into the database for publication on the website, app, and brochures.
- Assist the MARCOMMS Director with press events, community outreach, and other departmental initiatives.
- Design promotional graphics and marketing materials as needed.

PRE-FESTIVAL (February - April): 20-35 hours/week

- Perform all duties outlined during the out-of-production period.
- Execute social media campaigns leading up to French Quarter Festival, including artist announcements, culinary promotions, sponsor recognition, and festival updates.
- Coordinate influencer marketing campaigns, including creator communications, deliverables, schedules, and on-site logistics.
- Maintain relationships with participating influencers and ensure agreed-upon content is delivered.
- Lead and coordinate interns, including assigning responsibilities and reviewing content.
- Develop and manage social media coverage plans for festival weekend.
- Coordinate content capture opportunities with artists, culinary vendors, sponsors, and community partners.
- Assist with media coordination, press events, and promotional activations.
- Support festival signage, event setup, and other production-related needs.
- Assist with live broadcasts, streaming productions, and on-site media operations.
- Perform other duties as assigned.

During Festival (30-40 hours/week)

Must have full time availability during the week of April 5 - 11, 2027. (Must be available all day each day of event; 8AM -10PM) MANDATORY

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REQUIREMENTS:

- Experience managing social media accounts for a brand, organization, or event.
- Strong understanding of Instagram, Facebook, TikTok, and emerging social media trends.
- Experience creating and editing short-form video content.
- Strong copywriting skills with the ability to adapt messaging across platforms.
- Familiarity with influencer marketing, creator partnerships, or digital campaigns.
- Ability to capture quality photo and video content using a smartphone.
- Ability to work independently, manage multiple deadlines, and take initiative.

Qualified applicants may apply by sending a resume and cover letter to sydni@fqfi.org. Applications will be reviewed on a rolling basis.