



NORTHWEST FOLKLIFE

Strengthening our communities through arts & culture

Northwest Folklife Marketing & Communications Lead

About Northwest Folklife:

Since 1972, Northwest Folklife (NWFL) has been creating opportunities for all to celebrate, share, and participate in the evolving cultural traditions of the Pacific Northwest. As a cultural arts & heritage organization, we are extremely committed to equity, diversity, and inclusion. Therefore, we seek candidates who offer relevant skills and knowledge with diverse cultural perspectives, grounded in the desire to work collaboratively with community.

Position Overview:

Northwest Folklife's Marketing & Communications Lead is responsible for promoting the organization's mission through external communications and marketing activities. This position develops, creates, and elevates the organization's presence through social media platforms as well as through partnerships with print, digital, and broadcast media outlets. The Marketing & Communications Lead ensures consistent, people- and values-centered messaging while driving engaging, event-based marketing campaigns.

Responsibilities and Duties:

Communications - 25%

- Manage year-round marketing and communications efforts for the organization, its year-round programming, and events
- Create marketing plans for the organization and its programs including the Northwest Folklife Festival and the Our Big Neighborhood program that utilize tactics to improve program awareness, donations, attendance, and audience retention
- In coordination with the Programming and Development teams, develop and activate key messaging in support of Northwest Folklife's unique business model and donated income, including donor development and stewardship
- Support the team as writer, editor, and proofreader for all external content
- Create event (wrap) reports that summarize the evaluation of marketing strategies and data points gathered from programs and events

Digital Marketing & Content Creation - 25%

- Manage web and social media platforms including: Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Develop creative content based on strategic goals, current trends, and best practices that result in increased public engagement

- Produce creative content that promotes Northwest Folklife’s mission, vision, and community partners including blog posts, videos, photo series, and other digital content
- Schedule, coordinate content for, and send monthly eNewsletters and eBlasts
- Execute media and other sponsorships fulfillment including, but not limited to:
 - Paid digital ads and promotions for necessary organizational messages
 - Online giveaways, cross-promotions, and other engagement-driven content in support of organizations’ programs

Website Management - 20%

- Oversee the timeline and workflow of web contractor(s) to effectively showcase and market Northwest Folklife’s values, activities, and priorities through the frame of accessibility and SEO
 - Oversee consistency of design and templates
 - Create timeline and plan for beta testing for large website updates
 - Manage content submissions, updates, and edits
- Work with the web developer to organize, layout, and expand the digital content library.

Design & Branding - 15%

- Manage communications and expectations between graphic designers, web designers, and Northwest Folklife staff
- Create and manage organizational and project timelines, oversee the execution of marketing materials (posters, buttons, print and digital ads, wrap reports, website assets, etc.), and coordinate workflow with contractors/consultants for:
 - Organizational Branding
 - Northwest Folklife Festival
 - Our Big Neighborhood Program (including the Seattle Children’s Festival)
 - Year-Round Programs
- Develop branding guidelines and necessary branding elements for the team including branded document templates, updated logos and fonts, and other promotional materials as needed
- Troubleshoot graphic design solutions to communication challenges, including the creation of signage, online and print advertisements, posters, flyers, and web graphics
- Manage content submissions from staff for the major event projects (ex: Northwest Folklife Festival Program Guide and the Seattle Children’s Festival Passport)
- Collaborating with Artistic Director, develop and communicate the timeline, contracting parameters, and expectations of photography and videography projects

Media Sponsorship - 10%

- Coordinate with sponsorship personnel on advancing media sponsorship fulfillment including, but not limited to:
 - Creation of print and web ads
 - Radio Copy
 - Sponsored Content
 - Emcee Announcements
 - Cross-Promotions
 - Documenting and reporting fulfillment to contacts upon completion

Press & Community Outreach - 5%

- Manage the communication and relationships between Northwest Folklife and external press contacts

- Create and distribute press releases; follow-up with press contacts to create pitches regarding the organization's announcements and releases
- Create internal and external press kits for the organization's programs with streamlined messages that promote its mission and goals
- Develop a plan for and track the distribution of Northwest Folklife's marketing and promotional materials including the Northwest Folklife Festival posters and guides, and the Our Big Neighborhood posters

Skills and Qualifications:

- A passion for: Arts and culture, promoting cultural exchange, and community building
- Commitment to racial equity and inclusion; shows understanding of how social justice connects to arts and culture.
- Level of experience comparable to the duties explained above
- Demonstrated success in working on marketing campaigns
- Experience in web development, design, and editing
- Experience building mutually beneficial partnerships
- Excellent planning, presentation (written and oral), and communication skills
- Strong organizational skills and attention to detail
- Able to efficiently assess and prioritize work to meet deadlines, sometimes happening simultaneously or in quick succession
- Able to communicate commitment to a set of core values
- Experience with project, budget, and contract management
- Able to work independently and collaboratively in a fast-paced environment
- Able to work under pressure with a positive attitude
- Demonstrates initiative and creative, cooperative problem solving
- Experience working on events
- Fluency in multiple languages a plus

Software and platforms utilized:

- Microsoft 365 Office (Outlook, Sharepoint, Teams, etc)
- Google Drive/Google Suite applications (Docs, Sheets, etc)
- Asana
- Facebook Creator Studio
- Adobe Creative Suite
- Mail Chimp
- ModX

Salary and Benefits:

- Salary: \$41,600 - \$47,860
- PTO
- Paid holidays
- Health insurance
- Flex/remote work
- Professional development opportunities

This position is full-time (40 hours/week), exempt. Currently, employees are primarily working remotely due to the COVID-19 pandemic. Position will remain open until filled.

Please submit resume and cover letter to mdirector@nwfolklife.org

When applying, please use the SUBJECT LINE: Marketing & Communications Lead Application

Please direct questions to mdirector@nwfolklife.org with SUBJECT LINE: Question MC Lead

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, or any other protected classification, in accordance with applicable federal, state, and local laws. By applying for this position, you are seeking to join a team of hardworking people dedicated to consistently delivering outstanding service to accomplish Northwest Folklife's vision and mission. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative. Northwest Folklife is a 501(c)(3) nonprofit organization.