



## MARKETING COORDINATOR

The Marketing Coordinator (MC) will oversee all advertising, social media, signage, website changes, and public relations efforts for the festival. The MC will work closely with the Festival Director to allow for strong brand cohesion.

- Update festival website as needed.
  - This includes updating assets such as photos, videos and graphics, adding schedules of education clinics and musicians, and adding information regarding activations/attractions of the festival.
  - Work closely with FD on these edits.
- Create social media calendar in Sprout Social.
  - Utilize previously posted social media content to create a base schedule.
  - Determine a more efficient schedule and schedule posts accordingly.
- Create all content for social media.
  - Everything from static posts to reels.
  - Be aware of trending reels and organic content to mix things up.
- Work with FD to determine all graphic design needs.
  - This includes all sponsorship graphics, merchandise graphics, marketing graphics, festival graphic needs, etc.
  - Become familiar with the sponsorship and signage graphics spreadsheets.
- Adhere to all brand standards and guidelines.
  - The festival has its own set of brand standards, but the MC and Subcommittee must also follow the brand standards of Visit JC.
- Create and implement a billboard marketing plan with Creative Energy.
  - This will be facilitated by the FD and Visit JC Executive Director.
- Create a festival photography schedule and shot list.
  - See any previous shot lists to expound upon.
    - Be sure to create specific sponsorship shots based on their marketing deliverables.

- Work with FD to set up meetings with third party photographers as needed.
  - In the past, the festival has used JC Aerial Photography, Creative Cat, and The Photo Waggin'.
- Work the festival and gather content.
  - Again, look for organic and determine ways to include trending social media content.
  - Highlight schedules, musicians, education clinics, activations/attractions, zones, etc., during the festival.