



Job Description: Marketing Coordinator

Reports to: Director of Programs & Marketing

Employment Status: Full Time

The Marketing Coordinator of the New Orleans Jazz & Heritage Foundation will work with the Director of Programs and the Director of Operations to assist in timely and engaging communication of the programs of the New Orleans Jazz & Heritage Foundation.

The Marketing Coordinator will: 1) write copy for Foundation programs to be used in various contexts and platforms; 2) create graphics for use in e-blasts, website, social media, and print; 3) update and maintain jazzandheritage.org; 4) create and send weekly e-blasts to a list of over 10,000 constituents; 5) complete additional tasks as assigned by the Director of Programs

This position requires a combination of communication, administrative, design, and web skills – including Excel, Adobe Photoshop, and HTML/CSS/javascript.

The Marketing Coordinator will take a supporting role in communicating the programs of the Jazz & Heritage Foundation to the general public. The Marketing Coordinator will assist the Director of Programs in creating graphics, copy, e-blasts, and web presences for the Foundation's four yearly festivals, the Community Partnership Grant program, the Jazz & Heritage Concert Series, Catapult Fund, the Sync Up Workshop Series, Tom Dent Congo Square Lectures, Class Got Brass, Community Outreach Tickets, The Jazz and Heritage Archives, and the programs of the Heritage School of Music.

The ideal candidate will be an experienced copy writer with a strong background in graphic design and web application. They will be able to complete high-quality copy quickly and meet deadlines. They will be able to develop and implement style guides and templates for each program that have a unique graphic presence while also adhering to existing Foundation design identity. They will be detail oriented and comfortable sending mass communications.

This is a marketing-communication position that requires the ability to work quickly under pressure, design skills, and exceptional writing skills. It would be helpful for the candidate to be passionate about the Foundation's mission of cultural enrichment and education.

Primary Responsibilities/Duties

1. Write Copy
 - a. The Marketing Coordinator will write/edit copy for Foundation programs for use in the following contexts:
 - i. Application/registration forms
 - ii. Weekly e-blasts
 - iii. Social Media posts
 - iv. Jazzandheritage.org
 - v. Print materials
 - vi. Press releases (when requested by the Director of Programs)
2. Create Graphics
 - a. Under the supervision of the Programs Director, the Marketing Coordinator will create graphics for Foundation programs for use in the following contexts:
 - i. Weekly e-blasts
 - ii. Social Media posts
 - iii. jazzandheritage.org
 - iv. Print materials
 - v. Other applications as needed
 - b. Under the supervision of the Programs Director, the Marketing Coordinator will create graphic templates/"look books" for Foundation programs that can be quickly adapted for various needs; these templates will have a unique look but will also fit with existing New Orleans Jazz & Heritage Foundation design identity.
3. Update & Maintain jazzandheritage.org
 - a. Under the supervision of the Programs Director, the Marketing Coordinator will update and maintain jazzandheritage.org. The Marketing Coordinator will:
 - i. create homepage features
 - ii. create "landing" pages for new programs
 - iii. update landing pages for new programs
 - iv. maintain a file directory for graphics and program documents
 - v. archive out-of-date content
 - vi. update links and graphics to reflect current programming
 - vii. assess needs of web presence to make recommendations for new content manager
 - viii. triage and diagnose bugs and idiosyncrasies of current platform
4. Weekly E-Blasts
 - a. The Marketing Coordinator will create weekly e-blasts advertising the Foundation's programs. In this role, the Marketing Coordinator will:
 - i. Quickly adapt existing copy and images to the appropriate context
 - ii. Be able to use rudimentary programming skills to create engaging, beautiful content
 - iii. Produce timely drafts for review by the Director of Programs and other leadership as needed.
 - iv. Maintain existing Foundation communication standards

5. Additional duties as assigned by the Director of Programs
 - a. When requested, the Marketing Coordinator will create data summaries of Foundation programs for both internal review and for marketing purposes.
 - b. When requested, the Marketing Coordinator will assist in the implementation of Foundation programs, including:
 - i. Taking attendance/registration at festivals and Sync Up Workshops
 - ii. Reviewing Grant Fund Applications
 - c. When requested, the Marketing Coordinator will assist in brainstorming and creative problem solving, including:
 - i. Program structure
 - ii. Program development
 - iii. Adjusting Foundation programming to support inclusivity and diversity

Minimum Requirements:

- Undergraduate/graduate degree in English, Creative Writing, Mass Communication or Three (3) years of experience as a Marketing Coordinator.
- Demonstrable experience in web design
- Demonstrable experience in graphic design
- Demonstrable experience in arts administration
- Proficiency in Photoshop and relevant Adobe applications
- Working knowledge of HTML/CSS
- Microsoft Office tools (Word, Excel, PowerPoint)
- Excellent written and verbal communication skills

Preferred Skills:

- Undergraduate/graduate degree in graphic design, digital media, visual art, or Three (3) years of experience as a Marketing Coordinator.
- Passion for the music and culture of Louisiana
- Enthusiastic support of the mission of the New Orleans Jazz & Heritage Foundation

Salary:

- Commensurate with experience