

The Vail Jazz Foundation, Inc.

Job Requisition: Marketing and Sales Coordinator

The Vail Jazz Foundation is a 501c3 non-profit organization dedicated to the perpetuation of jazz music through presentation and education. Vail Jazz produces summer and winter performance series and award-winning educational programs serving both the national and local communities.

The Team

The team is united by these common core values:

- Organizational infrastructure
- Constant learning
- No job too small
- Personal connection to the mission

Job Description

The Marketing and Sales Coordinator is an administrative support position focused on support the Director of Development and Marketing Manager in the day to day tasks associated with executing the annual strategic plan. The scope of the role includes strategic and tactical planning, fundraising activities, reporting, and people management. This role reports to the Executive Director, Amanda Blevins, is supported by the Development and Events Coordinator, and works closely with the Director of Development, Marketing Manager and Operations Manager.

Requirements

- Lives full-time in the Vail Valley
- Ability to work evenings and weekends as needed, particularly during the summer Festival (July 4th- Labor Day)
- Comfort with various technologies including GoogleApps, Salesforce.com (PatronManager), and Microsoft Office and familiarity with common development vendors including mailing houses, caterers and hotels
- Familiarity with social channels such as Facebook, Instagram, Vimeo, YouTube and Google My Business.

Duties:

- Attend the majority of Vail Jazz events and identify prospects through attendee interactions and analysis of ticket buyer lists
- Email marketing management from start to finish, including creation of content calendar, content collection, audience segmentation, deployment and analysis.
- Assist with website maintenance, content creation, and analytics tracking.
- Manage social tactics on channels such as Facebook, Instagram, Vimeo, YouTube and Google My Business.
- Basic video editing
- Catalog marketing assets
- Assist in administering surveys both in person and via email and monitor results.
- Assist with musician/manager communication, gather media kits, and provide marketing materials and hold accountable for promotional obligations.
- Keep events calendars (both internal and external sources) current throughout the festival season.
- Coordinate and implement 6 donation appeal mailings annually, based on a letter and parameters provided by the Executive Director
- Manage the collection of donated items for two silent auctions annually, process auction payments, and coordinate the distribution of purchased auction items
- Sell program advertisements with the help and supervision of the Development Director

- Database management, with a specific focus on revenue records and keeping current donor contact information
- Assist in the writing and updating of foundation grants, sponsorship proposals, gift agreements, and donation pledges
- Communicate with donors in a strategic manner through thank you notes, phone calls, and meetings
- Track and fulfill donor and sponsorship benefits

Skills:

- Technically savvy and proficient in programs such as CRM platforms, CMS and email marketing platforms.
- Knowledgeable about marketing channels, best practices and performance metrics.
- Strong organizational and project management skills.
- Disciplined to work to deadlines, but also flexible in a fast paced and changing environment.
- Design skills and knowledge of Photoshop and InDesign a plus.
- Proven verbal and written communications skills
- Ability to cultivate and expand donor/sponsor relationships
- Well-developed organizational skills, integrity and focus on user experience
- Comfort with ambiguity; ability to determine and implement a plan of action

Type of Position: Full time, year-round.

Compensation: \$45,000-\$50,000

Reports to: Executive Director

Direct Reports: none

Weekly Schedule outside of Festival Season:

- Monday - Friday 9a-5p

During Festival Season:

- Must be present for 21+ Festival performances and the Vail Jazz Party (7-day period surrounding Labor Day)
- *Note: this job may require lifting up to 50lbs, exposure to weather such as sunshine and rain, long stretches standing and walking, the ability to react to auditory and visual stimuli and long shifts with unscheduled breaks and meals.*

Please reference the attached employee handbook for further information regarding benefits including paid time off, holidays, health insurance and ski pass reimbursement.