



Position Announcement
Marketing Production Coordinator

The North Carolina Folk Festival (NCFF) is seeking a Marketing Production Coordinator who will be responsible for operational and production support of our marketing efforts. You will work collaboratively with NCFF staff and external partners to ensure that projects meet our high-quality standards and that deadlines are met in our fast-paced and exciting organization. You must be organized, thrive in a multi-tasking environment, and have a killer eye for detail.

Essential Job Functions/Requirements:

Marketing Content Support

Organize and oversee all marketing and creative requests that come into and are developed by NCFF.

- Communicate project details, through written and oral communications, to all stakeholders and the organization, as needed.
- Ensure that all projects meet NCFF brand guidelines for appearance, quality, and content, with 100% accuracy.
- Send and delegate proofing to proper staff and partners within the company.
- Source resources for projects, including the quoting of print materials.
- Release finalized projects to proper parties.
- Maintain the marketing promotion calendar and update internal teams on new items, as needed.

Assist in planning and maintaining calendared content/communications schedules for social media, blog, e-communications, etc.

Work with Social Media Manager to monitor, post and engage on social media channels. Help review and respond to daily inquiries received through social messaging systems.

Administrative / Project Management

Maintain schedules for a variety of marketing projects to ensure deadlines are met.

Maintain inventory of merchandise, point of sale, and promotional items, as needed.

Proofreading and editing.

Help to organize and maintain a library of digital assets and graphics.

Event / Sales Support

Assist with promotion/planning, execution, and documentation of NCFE events.

Assist in creation and preparation of sponsorship sales collateral.

Capture photo and video content from events, for use on social channels and for reporting to sponsors.

Other tasks and duties as assigned by management.

Qualifications

Education

Bachelor's degree. Preferably in Business, Marketing, Advertising, Communications, Graphic Design or related field.

Experience

1 to 3 years of marketing project coordination, creative production trafficking or agency experience preferred.

Knowledge and Skills

Demonstrated ability to prioritize and meet deadlines.

Knowledge of multiple marketing mediums (digital, print, signage, etc.) and process behind creative marketing.

Demonstrated ability to work efficiently in a fast-paced and quick-changing environment

Excellent writing and communication skills.

Proficiency in one or more Adobe Creative Suite programs not required, but a plus

Web design experience not required, but a plus

Compensation:

The North Carolina Folk Festival is an equal opportunity employer. All positions are at-will.

Job Type: Full-time, salaried.

Benefits: Health, Dental, 403b

Compensation: Commensurate with skills and experience of the candidate

To be considered:

Submit your resume and a description of your previous experience via email to

job-marketing@ncfolkfestival.com, or by mail to: Marketing Production Coordinator Position, NC Folk Festival, PO Box 5364, Greensboro, NC 27435

Candidates may email job-marketing@ncfolkfestival.com with questions about the NC Folk Festival and/or the position.

Applications will be accepted until the position is filled.

About the North Carolina Folk Festival:

The NC Folk Festival is a 501c3 non profit organization dedicated to the presentation of music, dance, crafts, and other arts representing cultural traditions from across America and the world through its flagship annual event each September in downtown Greensboro, NC. The North Carolina Folk Festival, co-produced by ArtsGreensboro and the City of Greensboro, is one of the fastest-growing destination events in the Southeast, attracting over 156,000 people from across the U.S. to downtown Greensboro. The North Carolina Folk Festival features performing groups representing a diverse array of cultural traditions from around the world on multiple stages, including continuous music and dance performances, a North Carolina Folklife Area featuring ongoing demonstrations, an interactive Family Area, a makers marketplace, regional and ethnic foods, festival merchandise and more. The 2020 North Carolina Folk Festival will take place in downtown Greensboro September 11 through 13. Additional information is available at www.ncfolkfestival.com.