



POSITION DESCRIPTION

Stern Grove Festival Association

San Francisco, CA

Director of Marketing, Full-Time, Exempt

About the Organization:

Founded in 1938, The Stern Grove Festival Association (SGFA) is a beloved Bay Area cultural institution, providing a ten-week summer concert series in a beautiful outdoor amphitheater, which at a 10,000 capacity, is the largest sole purpose concert venue in the city of San Francisco. Every year, the Festival brings diverse, world-class performances to its stage. Past performers have included artists such as Smokey Robinson, The Doobie Brothers, Joan Baez, Huey Lewis & The News, Los Lobos, Joan Baez, and Carlos Santana and Bonnie Raitt (as guest performers). In addition to the gorgeous natural setting, what makes Stern Grove Festival unique is that all of the shows **are free to attend.**

Position Overview:

The Director of Marketing (DOM) is responsible for planning and directing all of SGFA's marketing efforts, including promotions/advertising, public relations and publicity. The high-level goal of these marketing efforts are to help increase attendance at the concerts. Reporting to, and in partnership with the Executive Director, the DOM manages consultants, vendors, one part-time seasonal staff person, and is the liaison to the Board Marketing Committee.

General Responsibilities and Duties:

- Lead the annual development, implementation and evaluation of a comprehensive marketing plan which raises awareness and drives attendance to concerts
- Direct all marketing efforts
- Responsible for all written, verbal, and visual communications and campaigns
- Supervise production and placement of all advertising campaigns, digital, print, and other
- Develop and manage a powerful social media campaign, blogs, website, database, and other tools. Create timelines, content, and distribution of printed materials, signage, programs, and E-newsletters.
- Implement and coordinate external public relations program. Work to obtain maximum positive coverage by proactively soliciting contacts at appropriate websites, blogs, social media sites, influencers, magazines, newspapers, television, and radio stations for interviews, calendar listings, and coverage of concerts and education activities.
- Identify and secure creative marketing sponsorships, with media partners, corporations, nonprofit organizations, and anyone else who can promote SGFA.
- Responsible for creation and management of media materials (photos, videos, text) for press kits, press releases, calendar listings, media alerts, and other purposes.
- Report on publicity and effectiveness of efforts
- Perform other related duties as required or requested.

Ideal Candidate Profile:

- Passion for the mission. Someone who loves live music and who's dream job is to promote concerts and festivals. The position is expected to be the organization's number one cheerleader.
- Experience in music marketing, promotions, public relations, advertising, or similar
- Demonstrated successes in digital marketing and social media
- Excellent communication skills
- Happy, friendly outgoing personality – as a member of the senior staff, must function as a member of a team and also be an evangelist for the organization
- Self-starter who takes initiative and thinks creatively and innovatively
- Organized, thorough, and detail-oriented
- Ability to meet deadlines

Other requirements

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; and talk or hear. The employee must regularly lift and/or move up to 40 pounds. The ability to see close, distance, and adjust focus are required. These statements are intended to describe the general nature and level of work; they are not intended to be an exhaustive list of all responsibilities, requirements, duties and skills.

Locations: 1) Festival Offices, 832 Folsom Street, San Francisco
2) Sigmund Stern Grove, 19th Avenue and Sloat Boulevard, San Francisco

Work Schedule: For ten weeks during the concert series, staff work on Sundays (concert day) and take Mondays off. Position has flexibility for reduced hours in the offseason (Fall/Winter).

Compensation: A competitive salary and benefits package, commensurate with experience.

To apply: Send cover letter, resume, references, **and salary requirements** to:
bfiedler@sterngrove.org

EEO Statement

SGFA provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, SGFA complies with applicable state and local laws governing non-discrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, leaves of absence, compensation and training. SGFA expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.