



**Colorado Chautauqua Association  
POSITION DESCRIPTION**

July 2021

**PT MARKETING COORDINATOR, PUBLIC EVENTS**

**Association Mission and Values**

The Colorado Chautauqua Association (CCA) is a 501(c)(3) Colorado non-profit corporation dedicated to preserving, perpetuating, and improving the site and spirit of the historic Chautauqua by enhancing its community and values through cultural, educational, social, and recreational experiences. The chautauqua experience is based on lifelong learning, love of nature, voluntary simplicity, and music, oration and the arts. Historic significance, traditions, cultural relevance, respite and enrichment are among the community benefits provided by the Colorado Chautauqua.

**General Position Description**

This is a part-time (20-24 hours), year-round, non-exempt position responsible for coordinating the day-to-day marketing fulfillment for the Chautauqua's Public Events. Some evening and occasional weekend work will be required. For emergency and inclement weather reporting this position is considered non-essential.

**Major Duties and Responsibilities**

Collateral

- Handles and creates all internal graphic design, using InDesign, for event posters, series posters, print ads, website collateral, etc.
- Coordinate production and dissemination of Events collateral needs including but not limited to digital ads, brochures, mailers, postcards, price sheets, banners, posters, maps, slideshows, etc.
- Coordinates and edits all artist, event and other content and prepares and distributes to all channels.
- Ensures all materials are produced in adherence to CCA brand guidelines and coordinates vendors and partners compliance with guidelines.
- Responsible for dissemination of event calendars and Chautauqua promotional materials around the Chautauqua campus, to partners throughout the city, as well as to Colorado Tourism offices.

Website

- Ensures accurate and timely content.
- Updates and maintains CCA event webpages and ticketing website.
- Reports on website analytics and makes recommendations monthly.
- Proof channels against each other to ensure accuracy.

### Social and Digital Media

- Buys and places targeted digital ads as necessary for events.
- Creates event pages and manages event postings. Handles all Public Events related social media presence.
- Coordinates and implements CCA's events social media strategy and editorial calendar.
- Attends public events to create social media content as needed.
- Reports on digital media analytics and makes recommendations monthly.
- Responsible for maintaining timely and accurate online media calendar postings.

### Photo Library

- Communicates with contracted artist and performer representatives to manage and ensure timely receipt of assets needed for public event promotion.
- Resizes and manipulates photos as needed for promotional purposes.

### Miscellaneous

- Manages and coordinates targeted email marketing via Constant Contact.
- May liaison with outside promoter partners to coordinate their marketing needs as they align with CCA events.
- Assists at events as needed.
- Concert and programming video & photography.

### **Reporting and Working Relationships**

Reports to Public Events Manager. Collaborates with natural work teams that include the Programming Manager, Box Office Manager, Marketing Director, website vendor and performing artists' staff.

### **Required Qualifications**

Education: Bachelor's degree required. Marketing, journalism, or related degree preferred.

### Knowledge, Skills and Abilities:

- Minimum two (2) - five (5) years' experience in the following:
  - Event marketing
  - Graphic Design - must know InDesign.
  - Copy writing
  - Collateral and advertising production management
  - Social media content management experience
- Performing arts or concert/event marketing experience.
- Excellent copy writing and editing skills.
- Website and e-newsletter content management experience.
- Website analytics experience.
- Superior verbal and written communications skills.
- Accurate and efficient data entry skills; consistent accuracy and attention to detail a must.
- Ability to work with minimal supervision and see tasks/projects through to completion.
- Ability to organize and manage multiple tasks in a fast-paced and time-sensitive environment.
- High level of professionalism, discretion, and commitment to maintain confidentiality.

#### Behavioral Traits and Attitudes:

- Outstanding creative and analytical thinker and problem solver
- Strong interpersonal skills
- Works effectively with team members
- Tenaciously follows up on details.
- Demonstrates results-orientation.
- High energy team player with a positive, can-do attitude
- Comfortable with a fast-moving dynamic environment; flexible and able to accommodate changes in organization's needs
- Comfortable and works well with ambiguity and autonomy; self-motivated and able to work independently while also consulting/coordinating appropriately
- Demonstrated desire and ability to learn quickly
- Comfortable working in an open office environment

#### Technical Skills: Excellent computer skills including proficiency in use of:

- InDesign
- Constant Contact
- WordPress
- Photoshop 6
- Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, etc)
- Social media admin experience (Facebook, twitter, Pinterest, LinkedIn, Foursquare, Instagram YouTube, etc)
- Multiple web browsers, including Chrome, Firefox, Safari, Internet Explorer
- HTML a plus Adobe Design Suite (CS6) a plus

Physical Requirements: Duties require lifting/pushing/pulling and/or carrying of objects weighing up to 30 pounds. Must be able to climb stairs and ladders as well as navigate the site, which had a 200-foot elevation change.

#### **Additional Qualifications**

Every employee at the Colorado Chautauqua Association is expected to be a creative problem solver as well as possess a strong and positive attitude regarding hospitality and customer service, striving to provide a high-quality guest experience through every action taken.