



TOM TOM FESTIVAL

MARKETING MANAGER

The Marketing Manager position assists in core communications regarding the annual Tom Tom Festival and a variety of yearly initiatives. Working closely with the Foundation's Executive Director and Operations Director, the Marketing Manager is an essential collaborative voice telling our story.

SCOPE OF WORK

Overview

- Create broadly appealing copy targeted to Charlottesville and beyond.
- Maintain an up-to-date website, event scheduling app, and ticketing platform
- Assist in organizing and overseeing marketing team operations and timelines
- Assist in maintaining and tracking team tasks using project management software.
- Assist in creating a Marketing Strategy for the 2024 Festival. This plan will include clear and consistent marketing that communicates Tom Tom program, vision, and events.

Communications

- Create mailing list and website wireframes
- Manage listserv and email communications.
- Build and maintain press stakeholder lists.
- Issue press releases and field inquiries.
- Support in coordinating with Social Media contractors and marketing associates on content across all platforms.

Web & Design

- Assist in the execution of website maintenance on the WIX platform.
- Assist in maintaining the scheduling / calendar app for events.
- Support graphic designers in production of assets for print and social channels.

Programming

- Take part in planning meetings for the 2024 Festival which will include an array of Community Driven Workshops, a Downtown Mall Block Party, a variety of networking events, Porchella, and a Farmers Market.

SCHEDULE

It is anticipated that the role will fluctuate in workload and hours, with a significant commitment of time directly before and during the Tom Tom Festival in April 2024.

Some office time will be required (2 to 3 days a week), which will often coincide with meetings with Tom Tom stakeholders. Outside of these office days and stakeholder meetings, much work can be done remotely.

COMPENSATION

This is a part time position.

Hourly compensation will be determined based on experience.

A minimum of 3+ years experience is required.

APPLY

Please send your resume and highlight any relevant experience. Please send comprehensive writing samples including; blogs, website and social media copy, taglines, campaign messaging etc.

Subject: Marketing Manager

Attn: Paul Beyer, jobs@tomtomfoundation.org