



North Carolina Folk Festival
PO BOX 5364, GREENSBORO, NC 27435

Communications & Development Associate

Position Announcement

The North Carolina Folk Festival (NCFF) is seeking a *Communications & Development Associate* to join our team in 2023. This full-time support staff role will be responsible for operational support for communications and marketing projects, as well as operational support for donor relations activities. You will work collaboratively with NCFF staff and external partners to ensure that projects meet our quality standards and that deadlines are met in a fast-paced, exciting environment with a growth mindset. Qualified candidates will be organized, enjoy managing different workflows, and have a keen eye for detail.

Job Description

Essential Job Requirements

Marketing & Communications

- Assists with implementation of marketing and communications strategy - including brand management, external and internal communications, event marketing, and media relations.
- Creates, maintains, and distributes marketing collateral.
- Tracks relevant metrics (web, social, funder obligations) for internal use and external reporting.
- Coordinates year-round media relationships - dispatching communications, press releases, and other announcements to media.
- Track earned media, and media/sponsorship fulfillment items.
- Coordinate festival-time on-site media relations, photography, and videography needs.
- Coordinate and dispatch design and other work to various contractors for both digital and print.
- Email list management and maintenance (Constant Contact).
- Support overall marketing and communications for programs and special projects as needed.

Development

- Collaborates with and supports NCFF staff and seasonal contractors in activities to cultivate and strengthen relationships with various stakeholders including volunteers, donors, sponsors, and community partners.
- Intake and tracking of donor/sponsor benefits and deliverables.
- Administrative support of donor cultivation & stewardship activities including: donor database management, gift receipting and acknowledgement letters, activities to support fundraising campaigns (direct mail, email, social, raffle, event), solicitation of in-kind contributions.
- Assist with planning and hosting of receptions and donor gatherings.
- Manage event invitations/RSVPs, ticket requests, and guest lists/communications.
- Represent North Carolina Folk Festival at events by engaging with donors and community stakeholders.

Qualifications

Education & Experience

- Bachelor's Degree in Arts Management, Business, Marketing, Advertising, Communications, or a related field required, or 1-3 years of related experience and/or training working in communications, marketing, advertising, project management, nonprofit management, or development and donor relations.

Knowledge & Skills

- Ability to prioritize varying work to meet deadlines.
- Knowledge of marketing mediums (digital, print, signage, etc.).
- Relationship management (vendors, sponsors, donors).
- Excellent writing and communication skills.
- Working knowledge of database and project management software.
- Proficiency in Adobe Creative Suite - not required, but a plus.
- Web Design Experience - not required, but a plus.

Compensation & Benefits

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

The Communications & Development Associate is a full-time, salaried role.

Salary Range: \$32,000 to \$35,000, depending on experience.

Benefits: Health, Dental, 403b, paid time off.

To Apply

Please submit your resume and a cover letter or description of your relevant work experience via email to **job-marketing@ncfolkfestival.com**. Please direct any questions about the role or the organization to **job-marketing@ncfolkfestival.com**.

Please be advised, your email may not receive a response. This position will remain open until filled.

About the North Carolina Folk Festival

The North Carolina 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 the City of Greensboro, is one of the fastest-growing destination events in the Southeast. Additional information is available at www.ncfolkfestival.com.

Our Mission

The North Carolina Folk Festival honors, celebrates, and shares the meaningful ways communities express their creativity and cultural traditions through music, dance, food, crafts and other folk arts to enhance appreciation of diverse traditions and contribute to community vibrancy and inclusivity.