

MARKETING DIRECTOR SF SKETCHFEST 2024

SF Sketchfest, the San Francisco Comedy Festival, is seeking an experienced marketing professional to help identify festival marketing goals, develop and implement a marketing strategy based on those goals, manage all marketing-related content and deliverables from concept to execution, and manage a team of marketing support staff leading up to and during SF Sketchfest 2024. This is a seasonal position. **Anticipated dates of employment:** October 2, 2023 - February 16, 2024

PROJECTS/RESPONSIBILITIES

- **Marketing Strategy Development and Implementation**
 - With festival producers, identify attainable marketing goals for 2024 festival and determine best strategy and budget for achieving those goals
 - Evaluate existing marketing workflows and recommend improvements and best practices both short and long term
 - Implement and oversee any workflow updates as necessary
 - Working with the producers, hire and manage a small team to follow through on any projects resulting from overall marketing direction
- **Festival Launch and Other Announcements**
 - Become fluent with festival programming, performers, and policies in lead-up to lineup announcement
 - Manage all festival announcements (launch, added shows, promotions), including collection and preparation of external assets, creation of internal assets, oversight of press release creation, and execution of announcements
 - Track any programmatic changes after announcements and ensure updates are made wherever necessary (print program, online schedule, ticketing, etc.)
- **Media sponsorships and co-presentations**
 - Solicit and develop sponsorships with various media outlets for print, digital, outdoor and other advertising opportunities
 - Oversee benefit fulfillment of media sponsors and co-presenters
 - Manage co-presenter process, obtaining and liaising with co-presenters to ensure agreements are fulfilled by both parties
- **Social Media**
 - Develop and oversee implementation of social media strategy
 - Create systems for content creation and approval
 - Manage all aspects of content creation and execution
- **Print/Digital Deliverables & Graphic Design**
 - Manage creation of all print and digital deliverables (see Deliverables page)
 - Organize and maintain central location for all digital assets related to associated projects, including festival photography
 - Assist other departments with various graphics-related requests as needed
- **Goal Tracking**
 - Implement systems for tracking success of marketing campaigns and initiatives
- **Other duties as necessary to execute overall marketing strategy**

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QUALIFICATIONS/SKILLS

- Project and team management experience in a fast-paced environment
- Must be comfortable managing and responding to high volume of emails in a timely manner
- Proactive and forward thinking; flexible and efficient with time-sensitive marketing needs
- Ability to juggle multiple (and often competing) priorities
- Expert in latest marketing trends and best practices
- Excellent communication skills
- Extremely organized with an excellent attention to detail
- Proficiency in Adobe Creative Suite, Wordpress, various social media platforms
- Able to maintain a positive attitude and sense of humor while receiving feedback

TO APPLY

Send your resume and a brief cover letter to info@sfsketchfest.com.