

MARKETING MANAGER SF SKETCHFEST 2025

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 small team of marketing support staff leading up to and during SF Sketchfest 2025. This is a seasonal position and is 80% remote, 20% in person. Applicants should be local to the Bay Area and are expected to work in San Francisco for in-person dates. Housing/travel not provided.

Dates: September 30, 2024 - February 14, 2025

Pay: \$45 per hour

Hours per week: 30-40 on average

On site dates: TBD January 13 - February 4, 2025

PROJECTS/RESPONSIBILITIES

- **Marketing Strategy Development and Implementation**
 - With festival producers, identify attainable marketing goals for 2025 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
 - Manage a small team and drive 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
 - Pitch and acquire co-presenters at other community organizations and ensure agreements are fulfilled by both parties
- **Social Media**
 - Work with Social Media & Content Coordinator to develop an overall social media strategy. Oversee implementation of the strategy.
 - Manage content creation and approval processes

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- **Project Management of Deliverables**
 - Oversee ad spends, both digital and physical, from beginning to end, managing strategy, cost and execution
 - Organize and maintain central location for all digital assets related to associated projects, including festival photography
 - Implement systems for tracking success of marketing campaigns and initiatives
- **Other duties as necessary to execute overall marketing strategy** including jumping in for the Graphic Designer and Social Media & Content Coordinator when required

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
- Experience with social media and creative marketing
- Expert in latest marketing trends and best practices
- Excellent communication skills
- Extremely organized with an excellent attention to detail
- Proficiency in Adobe Creative Suite, Canva, 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 jobs@sfsketchfest.com.