



Marketing & Communications

Integrated Marketing Coordinator (Contract Position)

Part time October – December 2022

Full time January – May 2023

National Cherry Blossom Festival, Inc., a 501(c)(3) not-for-profit organization based in Washington, DC, is currently seeking an energetic, creative, and passionate Integrated Marketing Coordinator to assist the Marketing and Communications team in executing the 2023 Festival and inviting residents and visitors alike to celebrate springtime in the nation's capital.

Organization Description

The National Cherry Blossom Festival, Inc. is dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational initiatives that enhance our environment, showcase arts and culture, and build community spirit.

Scope of work

The Integrated Marketing Coordinator will support the National Cherry Blossom Festival's Marketing and Communications Department, which is responsible for branding initiatives, the Festival's website and social media channels, marketing the Festival's events and programs, and external relations, including working with the press, publications, and advertising. The department's objective is to sustain the profile, visibility, and reputation of the Festival, support communications-related benefits for corporate and community sponsors, and increase audience awareness and motivation to engage with Festival events.

Campaign Execution

- Support the execution of targeted campaigns throughout the Festival season, adhering to messaging guidelines, meeting stated deadlines, and maintaining the Festival's brand integrity
- Develop and execute social and multimedia tactics and website initiatives that drive awareness and attendance
- Monitor social media and digital analytics to help drive success toward campaign goals
- Collecting and assembling digital/PR analytics to support post-Festival evaluation reports

Event Support

- Conduct live, real-time event coverage of events for distribution on social media channels
- Coordinate with programming and sponsorship departments to ensure accurate dissemination of information to all audiences for assigned festival events/programs

Copywriting, Design, Photo, and Video

- Write and edit original content for digital communications efforts
- Respond to website and social media queries in a timely manner, providing helpful service to Festival attendees
- Craft and distribute e-blasts promoting Festival events and programs
- Make timely, accurate website content updates in response to stakeholder requests
- Develop and edit video content (may be used on website or social media, or showcased at events). Some filming required

- Develop and edit miscellaneous presentations, as requested, for varying audiences (Festival board, sponsors, other stakeholders)

Time Requirements

- Full time Contract Role – January to May 2023, plus 20 hours/week October to December 2022, with a week off during Thanksgiving, and two weeks of for the Holidays in December
- Attend weekly meetings with key team members as needed, virtually or in-person
- Ability to work in a hybrid office environment
- Evening and weekend availability to follow through on executing key Festival programs and events onsite in March and April

Qualifications

- At least two years of experience in communications, marketing, advertising, public relations, journalism, graphic design, or other closely related field is required
- Passion for community engagement, the arts, and/or international friendship
- Creative and collaborative work style with ability to work independently and under pressure
- Familiarity with social media platforms including Twitter, Facebook, Instagram, YouTube and LinkedIn to effectively communicate multiple key messages and build engagement
- Ability to craft timely, accurate, and concise communications tailored to a variety of audiences
- Adaptable and agile: can organize multiple work assignments and set priorities, meet deadlines, and adjust to changing priorities within a fast-paced environment
- Ethical, tactful, and diplomatic approach with a strong service mindset
- Strong relationship management skills
- Comfort with digital platforms required to complete work
- Experience with the following platforms is a plus: Adobe/Google Analytics, Brandwatch, Critical Mention, Monday.com, MailChimp, Photoshop, InDesign, Illustrator, Wordpress

Additional Requirements

- Selected candidate must be fully vaccinated against COVID-19 and provide supporting documentation of their vaccination status.
- The selected candidate is asked to use their personal devices (e.g., laptop) to complete work remotely – login credentials will be provided for required software, and desktop devices are available onsite at the office for contractor use.

Application instructions

[Please submit resume, cover letter with salary requirements, and additional details using this form.](#) Please email ncbf@ncbfdc.org with any questions.