

## **Director of Communications & Marketing Position Description**

This position directs all activities related to the public knowledge and impression of BurlyCon, including written publications, marketing and promotional activities. This position oversees the creation, production, and distribution of all media, print and digital. This position protects and extends the BurlyCon brand to allow the organization to better meet its mission. This position actively engages all members of the committee to feel empowered, engaged, and invested in the presence and impression of BurlyCon in the global community.

The director of Communications & Marketing is responsible for consistency in all forward-facing copywriting. This position involves extensive writing.

This role supervises the Digital Media Manager and Graphic Designer, and works in close collaboration with the Sponsorships Manager. This position reports to Executive Director and Deputy Director.

### **Duties**

The Director of Communications & Marketing is responsible for creating and executing the media plan including marketing strategy, content creation, print deadlines, and editorial calendar in consideration of project milestones. They ensure the consistency, accuracy, and adherence to guidelines of all forward-facing content and materials. Through execution of integrated Plan, they increase online engagement pre-event 10% from 2017, registration and attendance rates during event 10% from 2017, and positive evaluations post event 10% from 2017. The Director of Communications & Marketing builds, manages, guides, and appreciates a multi-disciplinary team of volunteers to execute the plan.

In addition to these general responsibilities, the Director of Communications & Marketing executes the following specific tasks:

#### BRAND, MESSAGE, and QUALITY

- Craft and maintain brand guidelines and brand voice. Ensure adherence across committee. Actively and fiercely monitor brand use in public across all media platforms and enforce guidelines as needed.
- Ensure all outward-reaching content is on message with BurlyCon mission and vision, and that it is accurate, edited, and correct.
- Copywriting and brand guidelines for all public/external-facing digital media such as BurlyCon website and weekly e-mail newsletter. Delegate social media copy to Social Media team as needed
- Supervise web development and maintenance of BurlyCon.com, BurlyCon.org, and BurlesqueFests.com.

- Liaise with internal teams such as Programming, Administration, and IT to ensure consistent accuracy of materials and functionality of sites.

### PRESS RELATIONS

- Craft and publish monthly press releases and gain publication in mainstream and niche outlets.
- Build and develop relationships with media outlets, cultivate strong press list.
- Manage DOE press presence including passes, access, and publication of articles.
- Generate quarterly interviews and articles for distribution on BurlyCon and other Blogs and in the press, pursue and track publication of articles, link back to BurlyCon Website.

### PROMOTIONS and ADVERTISING

- Coordinate the development of all printed materials including collateral materials, merchandise, promotional materials and graphic presence.
- Create, execute, and monitor effective year-round promotional events and campaigns including raffles, ticket giveaways, presence at events (especially BHOF, Pride and Seattle Boylesque Festival), and co-branded projects that drive visibility, registration, and revenue to BurlyCon.
- Coordinate ad placement and trade with relevant publications and events, maximizing free and earned media opportunities.
- Work with Sponsorship, Vending, and Fundraising team on related activities, and ensure that all donors receive promised public acknowledgements.

### TEAMBUILDING

- Build, train, and support the development of independent program teams that can continue on in the future. Provide continuity and oversight to dealings with all media and partners. Build, manage, cultivate, and support the team of volunteers to execute the plan on time. Document all procedures and contacts and make accessible to entire team and Board.

### **Requirements**

- Proficient in Internet and computer technologies, access to printer
- Proficient in social media management systems such as Hootsuite.
- Has computer, mobile phone and is reachable day and night.
- Available year-round, average hours are 4h/w and 8h/d during the 5-day event. Must be able to attend monthly committee meetings (2d Monday 6pm PST), monthly Director meetings (4<sup>th</sup> Monday 6pm PST) in addition to work hours, and be present onsite Wed-Sun the weekend of the convention.
- Direct and prompt communication, excellent follow-through.
- Passion for BurlyCon's mission

### **Experience**

- Experience in copywriting, proofing, and editing.
- Marketing, Advertising, Media Relations and Social Media management experience.
- Experience with communications and new media.
- Background and proficiency with local, national, and international media outlets.
- Understanding and appreciation of the national Burlesque community
- Intuitive understanding of organizational brand and position within the larger Burlesque Community.
- Community oriented and aggressive approach to bringing awareness to wide populations.
- Volunteer Coordination.

### **Compensation**

- Annual stipend of \$2000. This is a contractor position. Person is responsible for all taxes, filing, etc.
- One convention pass (valued at \$425) for Director
- One shared hotel room for Director (shared with other Directors or team members)
- Convention Parking Pass
- Weekend pass and Travel to BHOFF (Las Vegas)

BurlyCon is a federally recognized 501(c)(3) not-for-profit arts organization dedicated to providing education about Burlesque as an art form. Founded in 2008, the organization holds an annual educational and social convention in the Seattle area providing classes, workshops, social events and community development opportunities for Burlesque performers, fans, and aficionados. The organization is run by a 9-member volunteer Board Of Directors comprised of Burlesque entertainers, producers, and fans. The annual convention is produced by an international, 40-person, mostly volunteer Steering Committee.

It is the policy of BurlyCon to provide equal contractor opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status.