

NORTHFIELD ARTS GUILD

Position Description: Marketing & Events Coordinator

Position Overview

The **Marketing & Events Coordinator** is an essential contract member of the Northfield Arts Guild team. This position is directly responsible for the comprehensive planning, coordination, and execution of the Rice County Fall Festival, a new weekend-long fine arts festival celebrating local and regional artistry. The Coordinator ensures seamless operations, strong artist relations, and an engaging community experience. The Coordinator will also support general marketing for other Guild programming as assigned by the Executive Director and Performing Arts Manager.

Contract Term & Schedule: This is a 5-month contract position with flexible hours and the potential for a hybrid/remote work structure. However, the contract employee is strictly required to be on-site full-time during the week leading up to the festival and for the entirety of the festival weekend. Several pre-scheduled meetings throughout the contract term are also required, though they may be conducted virtually.

Roles and Responsibilities

General Marketing (40%)

- **Content & Digital Media:** Create and oversee high-quality storytelling across digital platforms (eblasts, website, social media), including capturing and producing video and short-form media.
- **Campaigns & Communications:** Oversee PR and media strategy; collaborate on visual branding; and lead marketing advance efforts for touring engagements.
- **Partnerships & Outreach:** Build marketing partnerships with community partners and collaborate with staff and volunteers to promote new initiatives
- **Analytics & Team Management:** Track and analyze campaign data to refine strategies, and directly oversee relationships with Festival partners.

Festival Phase I: Planning, Launch, and Artist Relations (July 1 – August 31) (30%)

- **Timeline Management:** Coordinate and communicate event planning, logistics, and marketing timelines directly with the Executive Director, artists, and community partners. Execute all outlined event management tasks strictly within established deadlines.
- **Artist Selection:** Manage the selection process for performers, handle all artist communications, and collect details for sound engineer and site coordinators.

- **Civic Coordination:** Initiate and manage the permitting and coordination process with city and county officials, ensuring compliance with local ordinances, street closures, trash collection, recycling, and necessary public safety measures.
- **Collateral Prep:** Prepare the comprehensive artist information packet, maps, load-in guidelines, and logistical materials.
- **Vendor Logistics:** Serve as the primary operational point person for participating musicians, performers, food trucks, and community art activity leaders.
- **Safety & Emergency Planning:** Further develop and refine emergency and inclement weather plan, including but not limited to communication tree assignments, evacuation protocols, and emergency contact registries for all attending artists.

Festival Phase II: Execution, Operations, and Wrap-Up (Sept 1 – October 31) (30%)

- **Volunteer & Project Prep:** With support from the Northfield Arts Guild staff, prepare festival infrastructure projects for volunteer work days, ensuring all components of the artist packets and physical materials are organized.
 - **Marketing Alignment:** Continue coordinating marketing timelines with leadership, ensuring the list of accepted artists, site assignments, and the official festival map are finalized and delivered for publication.
 - **Timeline & Staff Briefings:** Maintain oversight of the master event timeline. Keep core staff thoroughly well-informed of ongoing progress, working closely with marketing to ensure promotional campaigns roll out smoothly.
 - **Volunteer Coordination:** Assist with volunteer recruitment and shift assignments; co-organize and co-deliver the mandatory volunteer orientation sessions.
 - **On-Site Event Leadership:** Serve as the main event lead, operational supervisor, and host on-site throughout the entire Festival weekend, troubleshooting operational issues as they arise.
 - **Post-Event Evaluation & Reporting:** Complete all post-event operational tasks, including:
 - Physical breakdown coordination and a complete inventory of remaining supplies.
 - Processing, compiling, and analyzing official crowd count metrics.
 - Collecting and compiling artist and attendee feedback surveys for comprehensive reporting.
 - Distributing formal thank-you communications to volunteers, financial contributors, sponsors, and artists.
 - Facilitating a final evaluative debrief meeting with Guild staff regarding logistical lessons learned.
 - **Funder Reporting:** Generate, write, and submit final grant and impact reports to appropriate event funders and regional arts councils.
-

Position Qualifications

The ideal candidate possesses a mix of administrative precision, event management experience, and a passion for community arts programming.

- **Professional Experience:** Demonstrated experience in a front-facing, public-centered role along with a proven track record in successful event planning or festival coordination.
- **Communication:** Strong written and verbal communication skills; ability to interact professionally with city officials, artists, volunteers, and the general public.
- **Organization:** Highly organized, detail-oriented, and capable of prioritizing competing tasks to maximize administrative workflow.
- **Independence & Collaboration:** Motivated to work independently under minimal supervision while maintaining a collaborative, team-oriented mindset across organizational departments.
- **Technical Proficiency:** Proficient with Google Suite (Docs, Sheets, Drive), WordPress, Canva, email marketing platforms, specialized event/artist applications (specifically Zapapplications), and experience with video editing.

Compensation, Logistics, and Application Process

Contract Element	Details and Requirements
Total Compensation	Up to \$13,000 total contract, paid out on a fixed monthly basis based on actual hours worked per month.
Expected Effort	Equivalent to approximately 300 total work hours distributed across the 5-month term. Candidates must be available during the duration of the festival weekend of October 2 - 4, 2026.
Tax & Insurance	Independent contractors are fully responsible for their own insurance and tax withholdings, and must submit a professional invoice on a monthly basis to trigger payment.

How to Apply

Interested candidates should submit their application materials electronically. **Please note that NO cover letter is required for this application.** Instead, please submit a current resume, two professional references, and your typed answers to the specific application questions listed below. Please include a portfolio to demonstrate your experience as well.

Submit applications by June 21 via email to: Michael Johnson |
michael@northfieldartsguild.org

Application Questions

Please provide clear, concise answers (approximately 150–250 words per question) to the following prompts alongside your resume:

1. What is your specific interest in working within the community arts sector, and why are you drawn to the Northfield Arts Guild in particular?
2. Describe your past professional experience in relation to the primary job responsibilities of this position, and explain why your background makes you an excellent fit.
3. When working within a collaborative festival environment where people are distributed across locations and organizations, what will be your approach to festival planning and execution? What specific personal and professional strengths make you the right person for this role?
4. Describe how the Northfield Arts Guild could strengthen its marketing? What specific changes would you implement if hired?