Job Description: Communications Coordinator

Updated December 20, 2019

About Big Top

Lake Superior Big Top Chautauqua, located in the beautiful Chequamegon Bay area, is a non-profit performing arts organization with a mission to provide entertaining and educational cultural activities with an emphasis on celebrating history and the environment. For 33 years, Big Top has been presenting approximately 60 performances and events from June - September in an intimate 900 seat, canvas tent venue, as well as regional touring performances. Big Top has produced the nationally-broadcast radio program Tent Show Radio for more than 20 years.

Position Description

In the daily operations of Big Top, outputs such as mass mailings, email blasts, social media posts, signage (posters, rack cards), and more are often required for purposes of marketing and other non-marketing functions for every department. The Communications Coordinator’s role is to provide creative and technical expertise and assistance in multi-media communications for all of Big Top.

Specific Responsibilities

The Communications Coordinator works with, and under the direction of the Marketing Manager to implement a breadth of multi-media activities, including:

- Layout, design and execution of key materials
  - Season magazine, brochures, signage, banners, flyers, posters, website, and social media platforms, according to brand styles and guidelines
  - Eblast communications
  - External ads as requested by Marketing Director
  - Check in and organize photography and graphics assets
  - Create and manage social media posts and events

- Execute all core tasks for show launches, including email announcements, pre-sales, on sales, social media posts, creation of standard images, and collection of additional marketing assets directly from artists and from other sources as applicable
  - Setup of HTML show pages in ticketing management software
  - Coordinate advertisement sales for magazine and other areas as determined
  - Send, or coordinate the sending of customer and volunteer surveys
  - Post show schedule to various Big Top and third party online calendars
  - Create, update, and maintain slideshow played at beginning and intermission of tent shows
Job Description: Communications Coordinator

- Submit show announcements and other news items to chamber of commerce newsletters and email blasts

- Merchandise
  - Graphic design for Big Top merchandise sold in Gift Shop and Online.
  - Work with General Manager to select and purchase merchandise items appealing to a broad customer demographic
  - Work with General Manager to select summer Merchandise Manager and work with Merchandise Manager and General Manager to track and control inventory

- Fundraising
  - Create, coordinate, and execute assets for Fall Fund Drive, including web pages, letters, email blasts, and social media updates
  - Create Keepers fall mailing envelopes, cards, and other materials needed for annual Keepers mailing

- Volunteers
  - Prep for new volunteer recruitment, including online application process, recruitment cards, appreciation passes, ordering vests, creating volunteer manuals, and name badges
  - Work with Volunteer Coordinator to create and coordinate assets for volunteer party, including invitations, programs, swag, and digital slideshows

- Box Office
  - Design and layout tickets, will call and ticket envelopes
  - Design, coordinate printing, and promote sales of BCO+PASS, 4 Show Lawn Pass cards, Gift Cards, Blue Canvas Club cards, and other promotional cards
  - Design and setup of venue seating chart in ticketing software program

- Operations and Production
  - Create programs for shows
  - Design, create, and coordinate printing of signage for show grounds
  - Work with Bluegrass Camp project owner to create registration forms and post scholarship information, and create check-in and media release forms for Bluegrass Camp
  - Work with Big Top Idol project owner to create and print ballots, posters, slideshow, placards, and other unique pieces needed for Big Top Idol
  - Work with Big Tap project owner create programs, signs, rack cards, and other unique assets for Big Tap
  - Other activities as directed or approved by Marketing Manager.

Skill Requirements

The Communications Coordinator’s main skill bases are in design, layout, and in knowing the detailed technical workings of all the various media and programs used by Marketing and, to some extent, all other departments. The Communications Coordinator is a “go to” person for a variety of Big Top activities. This position requires the ability to organize tasks for prioritization.
Specific skill requirements include:

- Visual composition and design knowledge and skills, including print, web, and photography
- Medium to high skills in the Adobe Creative Suite - InDesign, Illustrator, and PhotoShop
- Basic skills in Microsoft Excel, Word, and PowerPoint
- Basic knowledge of digital marketing concepts such as conversion optimization, SEO optimization, and user-friendly web page design
- Medium level of expertise in email marketing concepts, including email design, open and conversion rate optimization, and email analytics
- High level of comfort in social media: Facebook, Instagram, Twitter
- Knowledge of basic HTML and CSS desired

General skill requirements include:

- Fast and intuitive at learning new software programs
- Ability to work within a team, as well as independently
- Personable and professional in limited exposure to external people such as advertisers, sponsors, media, and artist contacts
- Demonstrated ability to work in a fast-paced, fun environment

Apply

Applicants should submit their resume and letter of interest with salary requirements to the address below or submit electronically to kristen@bigtop.org.

Lake Superior Big Top Chautauqua
101 W. Bayfield Street
PO Box 455
Washburn, WI  54891

Applications will be accepted until the position is filled.